

LIONEL TRAIN SETS

LIONEL TRAINS N' TRUCKIN STEEL HAULERS SET

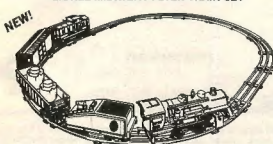


- 5 Unit Train Plus A Peterbilt Diesel -

Set includes: DC-powered diesel switcher, flat car with stakes, gondola, hopper, caboose, Peterbilt tractor with die-cast chassis, trailer, operating crane kit, pull cart, 8 curved track and 2 straight track, DC power pack, die-cut factories and shed. Plastic loads include: pipes, I-Beams, engine blocks, culverts, posts, train wheels, crates with loads, warehouse skids.

Our No	Unit	No	Pk-Wt	List	Sell
610-9540	Ea	6-1760	1-7½	62.98	DBUX

LIONEL MIDNIGHT FLYER TRAIN SET

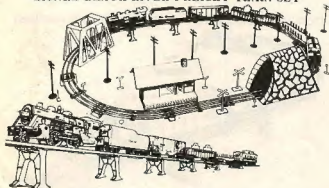


- 5 Unit Set -

A steam engine with working headlight and forward, reverse control on the DC power pack. The steam engine pulls a slope back tender, box car, gondola and a caboose with windows that glow-in-the-dark. Includes enough track to a 27" x 36" oval layout. Lockon and wires complete the set.

Our No	Unit	No	Pk-Wt	List	Sell
624-0659	Ea	6-61960	6-44	74.98	TUXU

LIONEL BLACK RIVER FREIGHT TRAIN SET



Set includes: 2-4-0 engine with chugging steam sound and working headlight, long tender, flat car with stakes, hopper, gondola, caboose, 2 canisters, 22 telephone poles and road signs, die-cut freight station, bridge and tunnel; trestle set, transformer, 8 curved and 4 straight tracks.

Our No	Unit	No	Pk-Wt	List	Sell
647-2476	Ea	6-61963	4-32	97.98	LTZT

NEW!

LIONEL JAMES GANG TRAIN SET

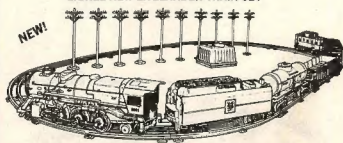


- 5 Unit Set -

Action packed set with a DC powered, wood burning steam locomotive and tender pulling three typically western cars. Set includes: Bright red and maroon Sante Fe engine and tender with gold colored trim. Cattle car with outlaws in an animated shoot out. Flat car with fenced pens for two horses. Brightly colored Railway Express baggage car. Snap-together plastic shack. Four plastic figures—two gunslingers and two railway security men. Six telephone poles. Extended 27" x 45" oval layout—curved and 4 straight track sections. UL listed DC power pack, lockon and wires.

Our No	Unit	No	Pk-Wt	List	Sell
624-0519	Ea	6-61053	4-36	113.69	STVZ

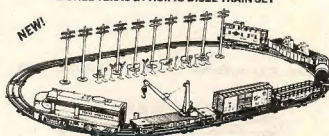
LIONEL NEW ENGLANDER TRAIN SET



A big steam locomotive with working headlight and smoke. Square-back tender has the mechanical sound of steam. Engine has a silver boiler front and detailed firebox in the cab. Set includes: Mobilgas tank car, Conrail box car, Burlington hopper, NY, NH & H square-window caboose. Eight curved and four straight track sections make an extended 45" x 27" layout. Telephone poles, manumatic uncoupler, lockon with wires and UL listed transformer.

Our No	Unit	No	Pk-Wt	List	Sell
624-0782	Ea	6-61050	4-42	142.98	NTZS

LIONEL TEXAS & PACIFIC DIESEL TRAIN SET



- 7 Unit Set -

A big Alco diesel engine with working headlight and transformer controlled forward-reverse. Derrick car, Gondola with canisters, tank car, flat car with fences, box car, caboose, big 54" x 27" oval layout, 4 straight and 8 curved track sections—enhanced by the snap-together plastic telephone poles and road signs. UL listed transformer, lockon and wires complete the set.

Our No	Unit	No	Pk-Wt	List	Sell
624-0741	Ea	6-61051	4-42	158.98	AULUD

AUTO RACE SETS

TYCO "THE LE MANS ENDURO"

NEW!



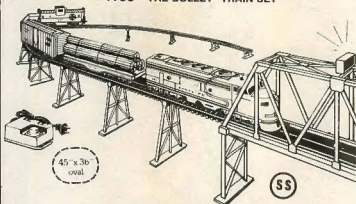
—Operates In 4' x 8' Space—

Giant home racing competition circuit. Pre-tuned championship twin racing cars, extra long straightways, automatic lap counter registers up to 99 laps. Set includes textured snap-together track that's bendable and bankable, 2 new plunger-type rheostat controlled throttles, snap-on crash barriers around entire set and a U.L. listed power pack.

Our No	Unit	No	Pk-Wt	List	Sell
613-6048	Ea	6002	6-48	49.98	ZXZB

TRAIN SETS

TYCO "THE BULLET" TRAIN SET

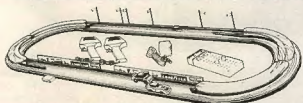


- 45" x 36" Oval Layout -

EMD F9 chrome Diesel with operating headlight, 200 flat car with logs, 51' mechanical reefer, open quad-hopper, caboose, 18 piece bridge and trestle set with blinking light. Plug in terminal re-railer track, 11 pcs. curved track, 1 piece straight track. UL listed power pack and instructions.

Our No	Unit	No	Pk-Wt	List	Sell
685-1646	Ea	114	1-5 1/2	47.50	ZALV

LIONEL SUPER CRASH 100 LANE CHANGING RACING SET



Set includes: two power passers cars with crash bodies, two push button controllers, four straight track sections, four curved track sections, four high speed "T"s, scoring platform, detour, power pack, track clips, guard rails, flags, pylons, and billboards.

Our No	Unit	No	Pk-Wt	List	Sell
638-9035	Ea	3-3805	6-30	56.98	ZVUX

LIONEL STAR WARS DUEL AT DEATH STAR RACING GAME



Set includes: Luke Skywalker's X-Wing fighter crash car, Darth Vader's fighter car, two controllers, six straight track sections, two 180° hairpin turns and "T"s, lap counter, galaxy billboards, power pack and detour.

Our No	Unit	No	Pk-Wt	List	Sell
638-9043	Ea	3-3850	4-36	65.98	DXUX

TYCO TRAIN SET

NEW!



Gear driven chrome locomotive with operating headlight and four cars, 3 x 4' oval track, power pack and plug-in wiring freight station and operating dual crossing gate.

Our No	Unit	No	Pk-Wt	List	Sell
613-5925	Ea	406	6-24	37.98	BTZX

TYCO SOUTHERN EXPRESS HO SCALE ELECTRIC TRAIN SET



- 36" x 45" Oval Track Layout -

Lighted GP-20 Diesel Loco, 4 freight cars, 17 piece bridge and trestle set, power pack with forward and reverse.

Our No	Unit	No	Pk-Wt	List	Sell
656-5485	Ea	7309	6-31	39.98	BLXS

MATTTEL BABY MAGIC TENDER LOVE



- 14" Tall -

See her do the magic wand trick, and 3 clever hat tricks. All she needs is a squeeze from you. Instructions included for wand and hat tricks. She is dressed in pink tutu and cape and comes with wand, hat with bird and rabbit, and pack of confetti.

Our No	Unit	No	List	Sell
641-6457	Ea	2956	24.19	ALAZ

6 in a carton, 14 lbs.

MATTTEL DOLLS & TOYS

MATTTEL BABY GROWS UP



- Grows From 16 1/2" to 18" Tall -

Two dolls in one, make her grow from a baby to a little girl right before your eyes. Feed her bottle to her and when you remove it she will grow. Comes with Bonnet, pants, bib, dress, bottle and shoes.

Our No	Unit	No	List	Sell
641-6093	ea	2842	30.98	BULS

6 in a carton, 14 lbs.

MATTTEL "LOVE 'N TOUCH" DOLL



NEW!

- 12" Newborn -

A soft newborn baby doll that needs lots of loving care 'cause she lo... and feels like a real little baby. Even her head is soft and heavy like a newborn baby's. Baby even has soft little hands and a soft little bottom too. Comes with snap-shut washable sleeper and baby bottle.

Our No	Unit	No	List	Sell
621-9505	Ea	1327	19.75	AZAS

6 in a carton, 12 lbs.

GLO-IN-DARK SUCKERMAN



Our No	Unit	No	List	Sell
649-5973	Ea	1524	10.89	SBL

12 in a ctn., wt. 10 lbs.

MATTTEL MORK TALKING RAG DOLL



- 15" Tall -

Soft, zany, lovable lunatic. Especially when he spouts gibberish like Na-no, Na-no and 9 other sayings in Robins Williams own voice.

Our No	Unit	No	List	Sell
641-6754	Ea	1279	21.98	ADLS

6 in a carton, 8 lbs.

MATTTEL DROWSY SOFT TALKING DOLL

She talks!

DROWSY®



Soft and cuddly stuffed body, soft plastic head with rooted hair and painted sleepy eyes. Says 11 different sleepytime sayings when you pull her Chatty Ring.

Our No	Unit	No	List	Sell
659-7462	Ea	3091	19.75	AZAS

6 in a ctn., 11 lbs.

MATTTEL STORYBOOK BEANS DOLLS

NEW!

TV



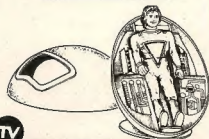
- Famous Storybook Characters -

Soft, sweet and lovable, each comes with her own stuffed accessory and story on the package. Children can play along when the fairy tale or nursery rhyme is read to them. Little Red Riding Hood takes her basket to Grandma, Little Bo-Peep has found her sheep, and Little Miss Muffet a spider.

Our No	Unit	No	List	Sell
621-9513	Ea	2848	10.59	SUL

12 in a carton, 12 lbs.

MATTTEL MORK FROM ORK



- 4" Tall -

Comes inside a white plastic egg with a painted on spacesuit.

Our No	Unit	No	List	Sell
641-6770	Ea	1275	5.29	ZTZ

24 in a carton, 10 lbs.

MORK FINGER DRINKER



Our No	Unit	No	List	Sell
649-5766	Ea	1548	3.29	BAN

24 in a ctn., wt. 12 lbs.

MATTTEL KISSING BARBIE



TV

- 11½" Tall -

Press her back, she tilts her head, puckers her lips and makes a kissing sound. When she wears her special lipstick, she leaves a lipstick mark. Comes with kiss print dress, special Barbie liquid lipstick, bouquet, doll stand, printed backs of envelopes, and instructions.

Our No	Unit	No	List	Sell
641-5871	Ea	2597	14.98	AUXU

12 in a carton, 7 lbs.

MATTTEL PRETTY CHANGES BARBIE



- 11½" Tall -

Change her hairstyle, changes her hair color with hairpieces, changes her hats, change her costumes. Includes: doll, jumpsuit, long overskirt, long sleeved overblouse, scarf with flower, long blonde fall, brunette fall, floppy hat picture hat, necklace, hoop/post earrings, barrette, brush, doll stand.

Our No	Unit	No	List	Sell
615-5352	Ea	2598	13.29	VXL

12 in a carton, 13 lbs.

MATTTEL DOLLS

MATTTEL BEAUTY SECRETS BARBIE



TV

NEW!

- Movable wrists and bendable elbows -
11½" doll comes with bodysuit, skirt, jacket, shoes, comb, brush, lipstick, hand "mirror", powder puff, hair dryer, toothbrush, 2 perfume bottles, wash mitt, compact with mirror and carry case with mirror.

Our No	Unit	No	List	Sell
621-8473	Ea	1290	14.98	AUXU

12 in a carton, 28 lbs.

MATTTEL BARBIE FASHION COLLECTIBLES



4 Each of 6 Different Fashions

Six smashing styles designed especially for 11½" Barbie doll. Designer label sewn into each outfit. An original fashion design for your Barbie doll. Shoes not included.

Our No	Unit	No	List	Sell
347-8856	Asst-of 24	A1432-8	3.09	DNDL

One in a carton, 4 lbs.



SuperStar
Barbie

- Ages 4-10 -

Superstar Barbie has long sunstreaked hair, bright blue eyes, a smile and new poseability.

Our No	Unit	No	List	Sell
683-3818	Ea	9720	11.98	VUX

12 in a ctn., 8 lbs.

MATTTEL SPORT & SHAVE KEN DOLL



NEW!

TV

- He even shaves -

Our man Ken comes with beard marker, shaving mug, 2 "shavers", after shave/cologne bottle, toothbrush, toothpaste tube, hairbrush, comb, hair dryer, wristwatch, tennis racket, jacket, shorts, long pants and shoes.

Our No	Unit	No	List	Sell
621-8867	Ea	1294	14.49	NLS

12 in a carton, 18 lbs.

MATTTEL SUPERSTAR BARBIE
FASHION FACE

- Ages 4-11 -

A complete beauty center for hours of make-up, jewelry and hairstyling fun! Future beauties can learn by doing! Set and style her hair so many ways. 11½" tall. Instruction book included.

Our No	Unit	No	List	Sell
683-3768	Ea	9827	25.49	ASUX

6 in a ctn., 12 lbs.

MATTTEL "STARR" DOLL



NEW!

- 11½" Tall -

Dolls have poseability plus realistic hip action and bendable feet, elbows and moveable wrists. Curly-haired sweetheart comes with silvery disco shorts jumpsuit, school jacket, purse, 2 pairs of shoes, socks, 3 books, tambourine, microphone, telephone, soda, barrettes, comb.

Our No	Unit	No	List	Sell
621-9208	Ea	1280	13.09	VSZ

12 in a carton, 18 lbs.

MATTTEL DOLLS

BARBIE FASHIONS ASSORTMENT



-Asst. of 24-

Our No	Unit	No	List	Sell
347-9524	Asst	A1432-5	3.09	DNDL

24 in asst., wt. 6 lbs.

KEN FASHIONS ASSORTMENT



-Asst. of 24-

Our No	Unit	No	List	Sell
349-5694	Asst	A1434-8	3.09	DNDL

24 in asst., wt. 6 lbs.

MATTTEL SUN LOVIN' MALIBU DOLLS



- 11½" Tall -

Features a golden tan, bendable legs, and twist'n turn waist. Comes with mirrored sunglasses, beach bag and monogrammed swimsuit. Each sold separately.

Our No	Unit	No	List	Sell
641-9998	Ea	1067	7.19	DVU
619-2108	Ea	1088	7.19	DVU

12 in a carton, approximately 6 lbs.

MATTTEL

Dancergella™



Dances like a real ballerina

Hold her magic crown, push it up and down, she turns her head, pirouettes and spins, kicks front and back. Dressed in tutu and dancing shoes. 17" tall, operates on 2 "C" batteries, not included.

Our No	Unit	No	List	Sell
655-3960	Ea	2314	28.59	ANUS

Six in a ctn., 15 lbs.

MATTTEL "BABY CRIES FOR YOU" DOLL



NEW!

- 14" Soft Body -

She has a soft body for cuddly close comforting. She is so happy one moment but can be weeping the next. Fill her bottle with water and feed her. Pull her string and she waves good-bye and tears come from her eyes. Comes with bottle and instructions.

Our No	Unit	No	List	Sell
621-9224	Ea	1288	24.25	ALAS

6 in a carton, 12 lbs.

MATTTEL BARBIE DOLL CASE

SINGLE DOLL CASE

10½" x 12½" x 27½"



Three dimensional portable cases created for doll and costume storage. Vinyl construction, washable. Four-color illustration. Hangers, plastic handle, snap lock. 10½" x 12½" x 27½"

Our No	Unit	No	List	Sell
659-7967	Ea	1002	6.49	DZX

12 in a ctn., 18 lbs.

**COLORFORMS TRICKY MICKEY
MAGIC COLORFORMS SET**


- Plastic Pieces That Stick Like Magic -
 Our No Unit No List Sell
 622-3465 Ea 2356 4.39 BNL
 12 in a carton, 24 lbs.

COLORFORMS SUPERSTAR DRESS-UP SET


- Plastic Pieces That Stick Like Magic -
 Our No Unit No List Sell
 622-3598 Ea 4102 4.39 BNL
 12 in a carton, 15 lbs.

COLORFORMS HAPPY HIPPO


2 to 4 Players From 4 Years of Age
 See whose monkey can be the first to get
 through the jungle and feed all their
 Colorforms food to the Happy Hippo.
 Our No Unit No List Sell
 642-2943 Ea 7505 4.99 ZXZ
 12 in a carton, 13 lbs.

COLORFORMS
**COLORFORMS
BARBIE DREAM HOUSE**


A beautiful 2 story doll house that opens for
 inside or outside play. With Barbie, Ken,
 Skipper, and loads of Colorforms plastic
 furniture and accessories. Colorforms plastic
 sticks like magic.

Our No Unit No List Sell
 642-2638 Ea 4094 5.89 ZNT
 12 in a carton, 14 lbs.

13

COLORFORMS
"THE MORK AND MINDY MAGIC SHOW"


- Ages 3 and up -

A complete Mork & Mindy Magic Show with 4
 Colorforms Plastic Tricks that change like
 Magic before your very eyes.

Our No Unit No List Sell
 622-3408 Ea 4099 5.89 ZNT
 12 in a carton, 15 lbs.

**COLORFORMS
LITTLE HOUSE ON THE PRAIRIE**


Here's the entire Ingalls family and the Little
 House which opens up for inside-outside play.
 Lots of old fashioned furniture and accessories
 of Colorforms plastic that stick like magic.

Our No Unit No List Sell
 642-2703 Ea 4096 5.89 ZNT
 12 in a carton, 14 lbs.

**COLORFORMS
SPIDER-MAN AND HULK**


Two all time great Marvel Super Heroes team
 up in this super Colorforms Play Set. Together
 they battle plastic villains in a city that opens up
 for both inside and outside play. Colorforms
 plastic sticks like magic.

Our No Unit No List Sell
 642-2729 Ea 4097 5.89 ZNT
 12 in a carton, 14 lbs.

COLORFORMS MUPPET SHOW PLAY SET


- Ages 3 and up -

Put on your Muppet Show. A complete
 theatre with moving Muppet characters and
 costumes of Colorforms plastic that sticks like
 magic.

Our No Unit No List Sell
 622-3366 Ea 4098 5.89 ZNT
 12 in a carton, 15 lbs.

COLORFORMS KERMIT THE FROG SET



- Ages 3 and up -

Plastic pieces that stick like magic. Set contains 35 pieces of Colorforms plastic, play board and an instruction booklet.

Our No	Unit	No	List	Sell
622-3044	Ea	643	2.49	ASU

24 in a carton, 12 lbs.

COLORFORMS MISS PIGGY SET



- Ages 4 and up -

Plastic pieces that stick like magic. Contains 35 pieces of Colorforms plastic, play board and instruction booklet.

Our No	Unit	No	List	Sell
622-3101	Ea	644	2.49	ASU

24 in a carton, 12 lbs.

COLORFORMS HOLLY HOBBIE SEW-ONS



- 8 each of 3 styles -

Each set is complete with 2 stand-up dolls to lace and dress with lots of colorful sew on clothes and accessories. The woolly yarn fits easily through the pre-punched holes and the outfits can be changed over and over.

Our No	Unit	No	List	Sell
322-3955	Asst	910	2.99	DNST

24 in an assortment, 20 lbs.

COLORFORMS

COLORFORMS BUCK ROGERS SET



Create your own exciting Buck Rogers adventures with Colorforms plastic that sticks like magic.

Our No	Unit	No	List	Sell
622-3192	Ea	645	2.49	ASU

24 in a carton, 12 lbs.

COLORFORMS ASSORTMENT



- The Plastic Pieces That Stick Like Magic -
6 each of 4 styles: Kermit the Frog, Miss Piggy, Buck Rogers and Flash Gordon.

Our No	Unit	No	Each Asst
322-4094	Asst	1052	2.49 DUVS

24 in an assortment, 26 lbs.

COLORFORMS BARREL OF FUN



- 27 oz. Size -

The World's Finest Modeling Material is now available in this colorful, reusable container. 27 ozs. of Plasticine in 7 brilliant colors.

Our No	Unit	No	List	Sell
622-3739	Ea	230	3.79	BTL

12 in a carton, 24 lbs.

COLORFORMS STAR SNOOPY



Snoopy and all the Peanuts Gang. Loads of outer space fun with rockets, robots and all kinds of futuristic accessories of Colorforms plastic that sticks like magic.

Our No	Unit	No	List	Sell
642-2737	Ea	2358	4.39	BNL

12 in a carton, 13 lbs.

COLORFORMS FLASH GORDON SET



- Ages 3 and up -

Create your own Flash Gordon adventures with Colorforms plastic that sticks like magic. Contains: 39 plastic pieces, playboard, and instruction booklet.

Our No	Unit	No	List	Sell
622-3325	Ea	646	2.49	ASU

24 in a carton, 12 lbs.

EUGENE 18" JUST BORN BABY

NEW!



Drink and wet that looks like a new baby. Sculptured hair, painted eyes and fully-jointed body. Wears flannel nightgown with applique and is wrapped in blanket with trimming. Baby bottle.

Our No	Unit	No	List	Sell
613-5206	Ea	51935	13.98	NZX

12 in a carton, 18 lbs.

EUGENE MISSY'S BEAUTY SALON
HAIR CURLER AND MAKE-UP SET

NEW!



Manikin with rooted long hair can be styled with 5 curlers, brush and comb. Complete make-up kit includes lipstick, rouge, eyeshadow and applicator.

Our No	Unit	No	List	Sell
613-5628	Ea	13190	15.29	AUZ

12 in a carton, 28 lbs.

EUGENE 19" CUDDLESOME



Soft-body newborn infant, rooted baby hair, moving eyes, mama voice, assorted romper and quilted infant outfits.

Our No	Unit	No	List	Sell
654-9240	Ea	61979/70	16.98	AXZX

individually boxed, 6 in a ctn., 21 lbs.

EUGENE DOLLS

EUGENE 24" FASHION WALKER



24" deluxe fashion walker with hairstyling kit. Rooted long hair styles, moving eyes and assorted outfits.

Our No	Unit	No	List	Sell
655-0768	Ea	92560	18.09	AUZS

12 in a ctn., 31 lbs.

EUGENE 10" BABY HONEYKINS



Life-like baby with rooted hair, moving eyes and fully-jointed body. Wears assorted baby outfits and carries her own little vinyl teddy bear.

Our No	Unit	No	List	Sell
619-0235	Ea	51970	15.49	AUZS

12 in a carton, 26 lbs.

EUGENE 16" LITTLE BABE 'N' ROCKER



Drink and wet baby in plastic rocker with feeding tray. Rooted hair, moving eyes and fully jointed body. Dressed in lace trimmed romper outfit.

Our No	Unit	No	List	Sell
684-6893	Ea	51750	18.19	ABAZ

6 in a carton, 22 lbs.

EUGENE CRY BABY THUMBLES



Battery operated, 16" thumb sucking cry baby, fully jointed, rooted hair, moving eyes, cries-give baby thumb and she stops crying. (AA batt. not inc.)

Our No	Unit	No	List	Sell
630-2616	Ea	51651	21.19	ADAZ

6 in a carton, 15 lbs.

EUGENE 32" FASHION WALKER



32" deluxe fashion walker with hairstyling kit. Rooted long hair styles, moving eyes and assorted high fashion outfits.

Our No	Unit	No	List	Sell
655-0933	Ea	93410	21.98	ADLS

6 in a ctn., 30 lbs.

EUGENE BABY 2 YEAR OLD

NEW!



- 31" Chubby Baby Walker -

Wears 2 year old (24 months) clothing. Rooted baby hair, eyes that open and close and fully-jointed body. Dressed in overalls with vinyl teddy bear.

Our No	Unit	No	List	Sell
613-4902	Ea	51350	30.98	BULS

6 in a carton, 36 lbs.

EUGENE 15" MELANIE

NEW!



Elegantly gowned doll on musical display stand. Rooted long hair, moving eyes and fully jointed body. Wears assorted gowns of rich fabric with lace trim and matching hats. Doll is mounted on a removable stand and will revolve as music plays when it is wound.

Our No	Unit	No	List	Sell
613-5339	Ea	71580	24.98	ALXS

6 in a carton, 18 lbs.

EUGENE 13" CARRY ME BASKET & LAYETTE

NEW!



- 20 Plus Pieces -

Drink and wet baby in carry basket with pillow and ruffle. Has rooted hair, go-to-sleep eyes and fully-jointed body. Wears long dress with matching bonnet. Accessories include real carry basket, knit coat, 3 diapers, bottle, air of shoes, comb, brush, 2 washcloths, pair of socks, 3 hangers, sponge, 3 cotton balls, bib and diaper bag.

Our No	Unit	No	List	Sell
613-4753	Ea	51320	30.98	BULS

6 in a carton, 22 lbs.

DOLLS

HORSMAN 12" TYNIE



Molded head simulates a baby's hair. Drinks, wets, -lifelike eyes. With nursing bottle. Dressed in bed jacket, diaper and booties and blanket. Fully washable.

Our No	Unit	No	List	Sell
659-1853	Ea	3202	8.59	TSZ

12 in a carton, 15 lbs.

HORSMAN 12" BLACK TYNIE



Molded head simulates a real baby's hair. Drinks, wets, comes with nursing bottle. Painted eyes, fully jointed. Dressed in bed jacket, diaper and boot. les. wrapped in receiving blanket tied with a bow.

Our No	Unit	No	List	Sell
645-1793	Ea	3209	8.59	TSZ

12 in a carton, 15 lbs.



HORSMAN 10" LUV 'N SOFSKIN



- Assorted Outfits -

Drinks and wets and has that sofskin which feels as life-like as a real baby.

Our No	Unit	No	List	Sell
610-8039	Ea	2250	8.98	LUX

12 in a carton, 15 lbs.

HORSMAN 15" SWEET MEMORY



A replica of antique collector's dolls. Soft stuffed body and legs, soft vinyl arms and head. Rooted hair, sleeping eyes. Assorted dress styles.

Our No	Unit	No	List	Sell
611-0233	Ea	900-800	13.25	VXD

6 in a carton, 12 lbs.

HORSMAN 13" LOVE ME BABY

Full jointed, drinks, wets. Molded head simulates life-like hair, open and closing eyes. Dressed in two-piece pink check outfit with matching bonnet.

Our No	Unit	No	List	Sell
616-4552	Ea	3306	13.98	NZX

6 in a carton, 10 1/2 lbs.

HORSMAN 18" TWEETY PIE



Fully jointed, comes dressed in assorted coats of red, blue or camel with white hat. Complete with 4 oz. nursing bottle, she drinks, wets and has rooted hair with eyes that open and close.

Our No	Unit	No	List	Sell
645-4094	Ea	3755	17.49	AXLS

6 in a carton, 21 lbs.

HORSMAN SOFSKIN TEARS



- 16" Tall -

Drinks, wets, cries real tears. Has soft resilient skin which feels as life-like as a real baby. Her turning head has large open and closing eyes with long curled lashes, long rooted hair. Comes with nursing bottle. Can be bathed, sponged or washed. Wears two piece knit outfit.

Our No	Unit	No	List	Sell
643-2355	Ea	2627	17.75	AXVD

6 in a carton, 17 lbs.

HORSMAN 13" PEGGY ANN DOLL

- Assorted Gowns -

Five piece fully jointed doll. Rooted hair, open and close eyes with long curled lashes. Cotton pants and shoes.

Our No	Unit	No	List	Sell
684-8840	Ea	1360	18.98	ABLS

6 in a carton, 11 lbs.

HORSMAN DOLLS

HORSMAN 14" SOFTYKIN



Eyes that open and close. A soft body with soft vinyl arms, legs and head. Crying voice too.

Our No	Unit	No	List	Sell
628-7494	Ea	4323	18.29	ABXU

6 in a carton, 12 lbs.

HORSMAN 18" THIRSTEE BABY



Rooted hair, soft vinyl arms, legs and head, sleeping eyes. Drinks from a full size nursing bottle, then wets like a real baby. Dressed in a flannel shirt, cotton panties and is safely wrapped in a lace-trimmed receiving blanket tied with a satin bow.

Our No	Unit	No	List	Sell
628-7445	Ea	3752	18.98	ABLS

- Black Thirstee Baby -

Our No	Unit	No	List	Sell
611-0092	Ea	3759	18.98	ABLS

6 in a carton, 21 1/2 lbs.

HORSMAN 18" SLEEPY DOLL



Foam and cotton filled soft body and soft vinyl arms, legs, and head. Rooted hair, open and closing eyes. Dressed in two piece pajama outfit.

Our No	Unit	No	List	Sell
612-2907	ea	4537	21.98	ADLS

6 in a carton, 20 lbs.

HORSMAN LOVELY SOFSKIN



- 19" Tall -

Drinks! Wets! Has rooted hair, open and close eyes, soft resilient skin which feels as life-like as a real baby. Dressed in a white eyelet dress and hat.

Our No	Unit	No	List	Sell
644-3295	Ea	2831	22.98	ATZX

6 in a carton, 24 lbs.



HORSMAN 14" BABY'S FIRST BABY



Has soft resilient life-like skin, sleeping eyes. Molded head simulates a baby's hair. Drinks and wets. Holds nursing bottle. Can be bathed. Wears knit outfit.

Our No	Unit	No	List	Sell
612-2758	Ea	2401	13.75	NAS

Individually boxed, 2 lbs.

HORSMAN 15" BABY BUTTERCUP



Drinks, wets and has her own bottle. Rooted hair, long lashes, eyes that open and close, legs and arms that are poseable. Dressed in a knit dress with matching hat and booties.

Our No	Unit	No	List	Sell
659-1010	Ea	3555	13.49	NUX

- Black Baby Buttercup -

Our No	Unit	No	List	Sell
614-1394	Ea	3599	13.69	NAZ

6 in a carton, 14 1/2 lbs.

HORSMAN 14" LIVELY SOFSKIN



- Assorted Dresses with Booties -

Soft resilient skin which feels as life-like as a real baby. Turning head, large open and close eyes with long curled lashes, rooted hair. She drinks and wets, comes with nursing bottle. Can be bathed, sponged or washed.

Our No	Unit	No	List	Sell
614-0313	ea	2440/41	16.19	AUVU

6 in a carton, 14 lbs.

HORSMAN DOLLS

HORSMAN 15" CRY BABY



Drinks, wets and cries real tears! Eyes that open and close with long, lush lashes. She has rooted hair and comes in two assorted outfits.

Our No	Unit	No	List	Sell
645-1785	Ea	3550	14.98	AUXU

6 in a carton, 14 1/2 lbs

HORSMAN 15" BYE-LO-BABY



Fully jointed newborn infant with moving arms, legs and head with molded hair. Drinks, wets and has her own bottle. Dressed in a long lace-trimmed dress, under-skirt, matching lace-trimmed bonnet, booties and cotton panties.

Our No	Unit	No	List	Sell
614-1378	Ea	3508	15.29	AUBU

6 in a carton, 14 1/2 lbs.



HORSMAN 16" BABY SOFSKIN

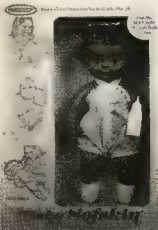


Drinks from her own bottle, wets and has soft baby-like skin. Her turning head has large open and closing eyes. Her soft cuddly body can be bathed. Dressed in a lace-trimmed playsuit with booties.

Our No	Unit	No	List	Sell
614-1139	Ea	2620	16.19	AUVU

6 in a carton, 16 1/2 lbs.

HORSMAN 16" BLACK BABY SOFSKIN



Drinks and wets. Soft resilient skin which feels as life-like as a real baby, turning head has large open and closing eyes with long curled lashes. Long rooted hair. Comes with nursing bottle, can be bathed, sponged or washed. Wears lace-trimmed playsuit and pair of booties.

Our No	Unit	No	List	Sell
614-0305	Ea	2629	16.19	AUVU

6 in a carton, 16 lbs.

HORSMAN NEW ARRIVAL

* - 14" Tall -

Beautiful yawning baby with realistically painted eyes. Molded hair, soft vinyl head, arms and legs. All foam and cotton filled body. Dressed in jacket and blanket. Comes in a basket weave cradle.

Our No	Unit	No	List	Sell
643-2447	Ea	4302	17.98	ABUX

6 in a carton, 12 lbs.

UNEEDA 6" LITTLE SWEETUMS AND PET

NEW!



Fully jointed baby doll with rooted hair and moving eyes. Holds an adorable pet. Dressed in knit outfit with matching bonnet in three assorted colors.

Our No	Unit	No	List	Sell
649-6145	Ea	70608	3.29	BXB

24 in a carton, wt 8 lbs.

UNEEDA 12" PAM IN HER PRAM



NEW!

Fully jointed drink and wet baby doll with rooted hair and moving eyes. Dressed in romper with matching bonnets in two assorted colors. Doll and bottle seated in sturdy plastic working pram in two colors.

Our No	Unit	No	List	Sell
649-5337	Ea	51280	8.29	TXT

12 in a carton, wt. 16 lbs.

UNEEDA 14" BABY FIRST BORN

Baby 1st



14" soft-body baby doll with rooted hair and moving eyes. Dressed in colorful baby dresses with matching bonnets in three styles.

Our No	Unit	No	List	Sell
694-8574	Ea	31430	8.98	LUX

12 in a carton, wt. 15 lbs.

UNEEDA DOLLS

UNEEDA

7" FRIENDS FROM FOREIGN LANDS



Fully jointed toddlers with long rooted hair and painted eyes. This delightful collection of dolls is dressed in the traditional garments of their country in a twelve style assortment.

Our No	Unit	No	List	Sell
650-0987	Ea	70790	5.69	ZVA

12 in a carton, wt. 6 lbs.

UNEEDA 17" BABY LUV



Fully jointed drink and wet baby doll with rooted hair and moving eyes. Has her own bottle. Dressed in three assorted party outfits with matching bonnets.

Our No	Unit	No	List	Sell
649-2680	Ea	51790	11.39	SLA

12 in a carton, wt. 24 lbs.



UNEEDA 15" BABY JENNIFER

UNEEDA 15" BABY SWEETUMS IN HER MUSICAL STROLLER



Stroller is made of sturdy plastic with moving wheels, musical chimes, and a diaper storage compartment. 15" drink and wet baby doll with rooted hair, moving eyes, and her own bottle.

Our No	Unit	No	List	Sell
694-8586	Ea	51795	16.69	AXAZ

6 in a carton, wt 20 lbs

UNEEDA 18" YUMMY WALKER



Fully jointed drink and wet walking doll with long rooted hair and moving eyes. Has her own lifelike bottle. Dressed in three assorted outfits.

Our No	Unit	No	List	Sell
650-4658	Ea	81800	15.49	AUZA

12 in a carton, wt. 27 lbs.

HORSMAN LOVE ME SOFSKIN



- 12" Tall -

Rooted hair, open and closing eyes. Drinks and wets! Made of soft resilient life-like skin. Dressed in white dress and matching hat. Three extra outfits, straw hat and comb-brush combination, in a self carrying trunk.

Our No	Unit	No	List	Sell
644-3758	Ea	2358	25.39	ALNZ

6 in a carton, 16 lbs.

HORSMAN 24" "EMMETT KELLY JR."



Authentic ventriloquist pal, exact reproduction of the famous clown. Mouth opens and closes by pulling string in back of neck.

Our No	Unit	No	List	Sell
612-2469	Ea	3451	23.98	ALUX

4 in a carton, 16 lbs.

DOLLS

HORSMAN 12" MUSICAL LULLABY BABY



Pull the string on her back and she'll become animated to the music of the Brahms lullaby. Fully jointed body, rooted hair, eyes that open and close. Dressed in two-piece flannel pajama outfit. Drinks, wets, and has her own bottle.

Our No	Unit	No	List	Sell
614-0297	Ea	3842	19.79	AZBU

6 in a carton, 11½ lbs.

HORSMAN 16" "BABY LAUGH 'N CRY"



Lay her down, she cries, pick her up and she will stop crying and start to laugh! Dressed in two piece lace trimmed pajamas. One "C" battery required (not included).

Our No	Unit	No	List	Sell
659-1036	Ea	4428	30.29	BUBU

6 in a carton, 15 lbs.

IDEAL RUB-A-DUB DOLLY



- 17" Long Chubby Baby -

Completely watertight with movable arms, legs & rooted hair. Soakproof & floats. Dressed in diaper & terry-cloth robe.

Our No	Unit	No	List	Sell
640-4529	Ea	1220/3	23.39	ATLI

Six in a ctn., 13 lbs.

KNICKERBOCKER "LITTLE HOUSE" DOLLS



- Assorted -

"Little House on the Prairie" stars Laura and Carrie recreated as soft, sweet dolls with rag bodies and vinyl faces and hands. Their rooted hair can be combed, they can be dressed and undressed. Costumed in period fashions suggested by the TV show *Carrie* is 11½", Laura 12½" high.

Our No	Unit	No	List	Sell
652-4706	Ea	9361	11.98	VUA

6 in a ctn., asstd., wt. 4½ lbs



IDEAL 12" SNUGGLES

- Assorted Styles - For Ages 2 to 7 Years - Soft and lovable with an appealing facial expression and soft shiny hairstyle. Moves her head and snuggles just like a real baby when you pull her string - no batteries required. Each Snuggles comes with her own special security accessory - pillow, blanket, or Teddy - for her to hug and snuggle up to.

Our No	Unit	No	List	Sell
622-2392	Ea	1188-2	22.69	ATAZ

6 in a carton, 12 lbs.

WOLVERINE TOWN AND COUNTRY DOLL HOUSE

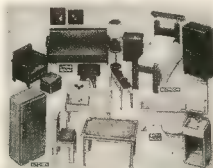


Metal; with "Clip-lock" Easy Assembly

A modern contemporary doll house with 6 completely furnished rooms. Sturdy steel colorfully decorated inside and out. Modern designed plastic furniture. Windows and door are plastic, including large bow window; door opens. 22 1/2" long, 17 1/2" high and 12" deep. Our No Unit No List Sell
617-4031 Ea 806 27.19 AVAD

Four in a carton, 32 lbs.

ARROW FURNITURE KIT



Assemble by numbers 20 piece dream doll house furniture kit. Scale: 1 inch to 1 foot. Our No Unit No List Sell
631-1484 Ea 6971 7.69 TAT
6 in a carton, 10 lbs.

ARROW DOLL HOUSE FURNITURE



- 32 Piece Set -

NEW!

Notched and numbered wood pieces make assembly easy and add strength to the furniture. Kit includes upholstery foam, covering for bedspread and liquid acrylic paint for furniture, all non-toxic and safe for children. Also paint brush, sandpaper and simple illustrated instructions.

Our No Unit No List Sell
622-1204 Ea 6981 9.49 LZD

6 in a carton, 12 lbs

DOLL HOUSE & ACCESSORIES

ARROW 14 PC. GARDEN FURNITURE AND PATIO KIT



- Scale: 1" to 1 Ft. -

Imported plywood parts are printed with realistic detail, and numbered for easy assembly. Pre-cut imported plywood for 2 arm chairs, chaise lounge, stool, picnic table with colorful umbrella, 4 picnic benches, barbecue grill, serving caddy, 2 planter pots, 2 artificial evergreen trees, 12" x 12" printed hardboard patio base, upholstery foam, upholstery cloth, non-toxic glue, sandpaper, paintbrush and non-toxic paint and wood stain. Easy to follow illustrated instructions. Adult guidance recommended for children under 12 years.

Our No Unit No List Sell
683-0632 Ea 6961 7.69 TAT

6 in a carton, 9 lbs.

WESTERN WOOD A-FRAME DOLL HOUSEKIT



Authentic 1" to 1' scale. Finished doll house is 24x10x16" high. Pre-cut wood parts for doll house and furniture. Plastic window sheets.

Our No Unit No List Sell
694-4177 Ea 4990 19.49 AZUX

One in a ctn., wt. 9 lbs.

SKIL-CRAFT DOLL HOUSE FURNITURE



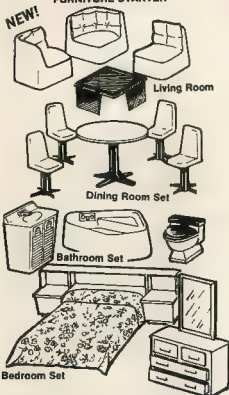
- Furnish 6 Rooms -

Pre-cut mahogany plywood. The 31 pieces will fill six rooms scaled to one inch Set includes floor tile, wallpaper, plastic appliances, patterns and easy-to-follow instructions.

Our No Unit No List Sell
522-2880 Set 690 21.29 ADBX

6 in a carton, 19 1/2 lbs

WOLVERINE DOLL HOUSE FURNITURE STARTER



3 each, No. 860 Living Room Set, No. 862 Dining Room Set, No. 864 Bedroom Set, and No. 866 Bathroom Set.

Our No Unit No Each Asst
320-5960 Asst 873 6.69 TZTB

12 in an assortment, 7 lbs.

DOLL HOUSE ACCESSORIES

WOLVERINE FASHION DOLL WARDROBE

NEW!



- 14 1/2" high x 7" wide x 4" deep -

Scaled for 11" to 12 1/2" Fashion Dolls. Features a two door wardrobe in antique white with scalloped gold trim on top and bottom, a mirror inside one door, three opening drawers, angled shoe rack and coat hangers. HI-impact plastic.

Our No	Unit	No	List	Sell
623-5436	Ea	535	11.39	SLU

6 in a carton, 6 lbs

WOLVERINE FASHION DOLL VANITY

NEW!



- 12" high x 11 1/2" wide x 3 1/2" deep -

Scaled for 11" to 12 1/2" Fashion Dolls (Doll not included). HI-impact plastic features antique white color with gold trim, four opening drawers and a vanity mirror. Also has matching stylish stool, hair brush, comb and hand mirror.

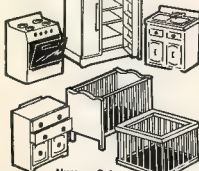
Our No	Unit	No	List	Sell
623-5402	Ea	530	11.39	SLU

6 in a carton, 6 lbs.

WOLVERINE DOLL HOUSE FURNITURE STARTER

NEW!

Kitchen Set



Nursery Set

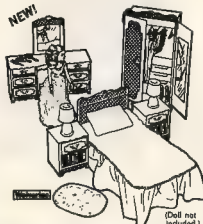
6 Each, No. 868 Kitchen Set, No. 870 Nursery Set.

Our No	Unit	No	Each	Asst
320-5978	Asst	875	10.98	VSNL

12 in an assortment, 10 lbs.

WOLVERINE BEDROOM SET

NEW!



(Doll not included.)

- Scaled for 11" to 12 1/2" Fashion Dolls -

Consists of Bed 13" long x 7 1/2" high, Vanity, Wardrobe, Nightstand Sets and accessories.

Our No	Unit	No	List	Sell
623-5444	Ea	560	38.75	BTVT

3 in a carton, 18 lbs.

PLAYHOUSE ACCESSORIES

ALUMINUM SPECIALTY KOOL-AID KOOLER



Toy includes 2 packages of Kool-Aid enough for one gallon, plus 20 paper cups. Mix according to directions and add ice cubes. Cleanliness and sanitation assured. Made of red and white plastic. 6 1/2" x 10 1/2" x 5 1/2".

Our No	Unit	No	List	Sell
618-2398	Ea	3064	5.59	ZSU

6 in a ctn., 13 lbs.

CHILTON 7-UP DISPENSER



Features patented Drip-Free valve, the Chilton innovation to eliminate messes while preserving carbonation. Impact plastic, decorated in 7-UP colors of red, green and white. 4 clear plastic glasses included. Full color corrugated packaging.

Our No	Unit	No	List	Sell
645-3716	Ea	3072	5.98	OUX

1 in a carton, 2 1/2 lbs.

CHILTON PEPSI DISPENSER



Features drip free valve. Made of sturdy polyethylene. Decorated with "feelin' free" motif. Includes: cups for Pepsi, unbreakable plastic bottle. For ages 3 and up..

Our No	Unit	No	List	Sell
656-3869	Ea	3075	8.29	TXT

One in a carton, 2 pounds.

TOTSY FASHION DOLL ACCESSORIES
NEW!


- For all 11 1/2" Fashion Model Dolls -

Including: Barbie, Francie, Twistee, Miss Flair, Candi, Sindy, etc

Our No	Unit	No	Each	Asst
346-8642	Asst	480	1.89	ZUDB

24 in an assortment, 4 lbs.

TOTSY FLAIR MIX'N MATCH

- Coordinates and Ensembles -

Each above assortment for all 11 1/2" Fashion Models Dolls including: Barbie, Francie, Twistee, Miss Flair, Candi, Sindy, etc.

Our No	Unit	No	Each	Asst
346-8873	Asst	493	3.59	BVXU

12 in an assortment, 2 1/2 lbs.

NASTA BARBIE SANDALS
NEW!


- Carded -

Heavy duty card, Size 7 1/2" x 11 1/2" sandals are securely tied to the card. Multi colored sole over 1/2" thick

Our No	Unit	No	Each	Pr
744-9903	Pr	1398	2.19	ADL

12 Pair in a carton, 4 lbs

DOLL ACCESSORIES
MINER DOLLY FEEDING SET


3-section feeding dish with spoon, feeding bowl, teething ring, two Gerber baby food boxes and vinyl napkins. Window boxed.

Our No	Unit	No	List	Sell
655-9009	Ea	1432	1.89	ABL

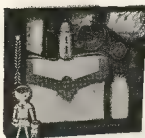
24 in a carton, 9 lbs.


**MINER
DIAPER
BAG SET**

Includes a zippered shoulder strap diaper bag with poly nursing bottle, rattle, spoon & funnel.

Our No	Unit	No	List	Sell
647-7970	Ea	1114	1.29	VS

12 in a carton, 30 lbs.


**MINER
BABY CARE
DIAPER BAG
SET**

With Juice and Milk Nourishers
3 1/2" Nourishers, printed plastic waterproof panties and bib, feeding bowl, spoon, funnel, rattle, quart-shaped milk bottle and absorbent diapers with safety pin, rose-bud Baby Talc dispenser, plus shoulder-strap diaper bag in quilted plastic with metal closure.

Our No	Unit	No	List	Sell
638-8706	Ea	101	2.89	ANZ

Twelve in a carton, 13 lbs.

**MINER DELUXE
BIG 'N' LITTLE DIAPER BAG SET**


2 Diaper Bags, 1 For Big, 1 For Small Doll
Accessories are doubled too, in big and small sizes. Plastic bibs, ribbon tied diapers, waterproof panties, nursing bottles and 6-bottle sterilizer rack. Sterilizer pot with cover, spoons with feeding bowls.

Our No	Unit	No	List	Sell
659-5052	Ea	202	3.59	BDU

12 in a ctn., 23 lbs.



Layette ensemble includes: Play disposable diapers, a soft carriage blanket, milk and juice poly nursing bottles, baby talc, Washkins towellette, teething ring, crib toy, comb brush and mirror.

Our No	Unit	No	List	Sell
655-8985	Ea	505	6.49	DZX

12 in a carton, 12 1/2 lbs.

SOUTH BEND CRY BABY MAGIC BOTTLE


Listen to it cry until bottle is empty, refills itself like magic. Non-toxic.

Our No	Unit	No	List	Sell
611-1132	Ea	1400G	1.98	AZX

24 in a carton, 9 lbs.

WRIGHT EBONELLA DOLL



"New born" baby doll in soft vinyl that can be bathed and drinks and wets. 14" long

Our No	Unit	No	List	Sell
653-9431	Ea	4002	11.19	SDN

12 in a carton, 24 lbs



18" BRENDA 18" DEBBIE

18" Brenda - Toddler doll with pony tail. Dressed in pants set.

18" Debbie - Toddler doll with Afro hair. Assorted cotton dresses.

Our No	Unit	No	List	Sell
- 18" Brenda -				
616-3232	Ea	1001	12.98	VLV
- 18" Debbie -				
616-3539	Ea	1008	11.79	SVN

One in a box, 1-2/3 lbs.



WRIGHT 18" TODDLERS

1003 Christine
Toddler dolls dressed in playsuits with braids.

Our No	Unit	No	List	Sell
616-3521	Ea	1003	12.39	VBV

One in a carton, 1-2/3 lbs.

DOLLS

DURHAM CHARLY DISCO FASHION DOLL



- 11 1/2" Tall -

Our No	Unit	No	List	Sell
654-1205	Ea	3056	2.29	ATX

36 in a carton, 18 lbs.



- Charly Doll in Swimsuit -				
629-7121	Ea	3042	1.59	AUV

36 in a carton, 24 lbs

DURHAM FASHION DOLL OUTFITS



18 Assorted Styles For 11 1/2" Dolls.
Scaled to fit Barbie, Charly and all 11 1/2" fashion dolls. Choose from tennis, wedding gown, fur-trimmed coat, denim and many more fashions.

Our No	Unit	No	Each	Asst
382-2988	Asst	3045	1.39	ZDTX

36 in asst., 6 lbs.

TOTSY "CHERIE" FASHION MODEL DOLL



- 11 1/2" Tall -

With glamour fashions and accessories.				
Our No	Unit	No	List	Sell
646-7948	Ea	TW52	3.88	BTN

12 in a carton, 7 lbs.

TOTSY "CHUCK" BOY DOLL



- 12" Tall, With 4 Outfits -

Our No	Unit	No	List	Sell
646-8201	Ea	C4	3.49	BZX

36 in a carton, 5 lbs.

TOTSY FASHION DOLL INTIMATES



- For all 11 1/2" Dolls, 6 Styles Assorted -

Our No	Unit	No	Each	Asst
346-8675	Asst	490	2.59	BUSL

12 in an assortment, 3 1/2 lbs.

ERTL GREEK WARSHIP MODEL KIT



- 15 1/2" long, 9 1/2" wide, 7 1/2" high -

In 480 B.C. a small Greek fleet of 310 ships completely routed King Xerxes of Persia's huge fleet of 1,207 ships in the Straits of Salamis, thus defeating his grand plan to conquer the Mediterranean

Our No	Unit	No	List	Sell
623-7416	Ea	8070	10.79	SBU

6 in a ctn, 9 lbs.

ERTL MAYFLOWER MODEL KIT



- 22" long, 8 1/2" wide, 18" high -

A typical merchantman of the day built in Holland, the Mayflower crossed the Atlantic in 67 days to carry the Pilgrim Fathers to the new World in 1620.

Our No	Unit	No	List	Sell
623-7119	Ea	8060	19.39	ABNZ

3 in a ctn, 16 lbs.

HOBBY KITS

LINDBERG
HOBBY KITS DISPLAY

Display of 48

A display of 48 assorted \$1.75 Hobby Kits featuring 24 car kits, 12 airplanes, and 12 ships.

Our No.....	018-1511
Unit	Disp. of 48
No	D 130
Pk-Wt	1-20
Each	1.75
Disp	TLUZ



LINDBERG TRANS-AM RACERS ASST.



Assortment contains six each of four styles. Includes Cobra Coupe, Ford G.T., Ferrari '250' Lemans and Aston-Martin.

Our No	Unit	No	Each	Asst
345-0178	Asst	6050-3	1.75	BVUA

24 in an asst., 11 pounds.

LINDBERG U.S. AIR FORCE JETS
ASSORTMENT

3 each of 4 different styles: Lockheed SR-71, F-4D Phantom Fighter, F-111A Fighter and F5A Freedom Fighter.

Our No	Unit	No	Each	Asst
355-3633	Asst	594-7	1.75	BVUA

24 in an assortment, 11 lbs.

LINDBERG WAR DOGS ASSORTMENT



Assortment contains six each of four styles. Includes P-51B Mustang, Vought OS2U Kingfisher, P-47B Thunderbolt, and Grumman F6F-3 Hellcat.

Our No	Unit	No	Each	Asst
345-0665	Asst	590-3	1.75	BVUA

24 in an asst., 11 pounds.

LINDBERG CAR ASSORTMENT



—Asst. Includes 12 Sport Car Kits—

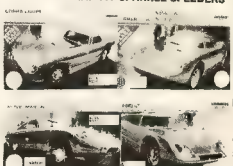
Models include Chevy Monza, Ford Granada, Pontiac Ventura, and Dodge Charger.

Our No	Unit	No	Each	Asst
317-0727	Asst	2119/22	2.25	ZLUB

12 in an asst., wt 5 lbs

NEW!

LINDBERG SNAP-FIT SPARKLE SPEEDERS



Includes 12 assorted of these styles: Aston-Martin, Ferrari, Cobra Coupe and Ford GT.

Our No	Unit	No	Each	Asst
324-4191	Asst	6101-4	2.25	AVUX

12 in an asst., wt. 5 lbs.

HOBBY KITS

ERTL BLUEPRINT REPLICA MODEL KITS

Exact images of the originals. Body, doors, and hood die-cast in metal; engines, seats, and detailed interior features color molded in high impact polystyrene. Each kit contains more than 50 parts. Hoods open; colors and decals are authentic. Chromed wheels, wheel covers, grilles, door handles and antennas.

ERTL JEEP CJ7



- 1/25 Scale - 6 1/2" x 3" x 2 1/2" -

Removable hard-top, four wheel drive hood props open over chromed engine, spare tire and carrier, folding bucket seats, detailed dash and controls

Our No	Unit	No	List	Sell
641-9618	Ea	8101	7.49	TUX

6 in a carton, 8 lbs

ERTL CORVETTE



- 1/25 Scale - 7 1/2" x 2 1/2" x 2" -

Chromed 350 cubic inch 4 barrel fuel-injected engine. Movable bucket seats, door opens

Our No	Unit	No	List	Sell
642-0061	Ea	8102	7.49	TUX

6 in a carton, 8 lbs

ERTL BLUEPRINT REPLICA
MACK DM-600 TRUCK MODEL

1/25 Scale, Over 275 Parts, 119 Plated Size: 10 1/2" long, 4 1/2" wide and 4 1/2" high. Full cab interior with full instrumentation. 672 cubic inch Maxidyne 6 cylinder engine, steerable Elliot I-beam front axle, and tandem rear axles, Goodyear tires, 5 speed transmission, Movable fifth wheel; chrome grille guard, fuel tanks, air horns and Mack Bulldog. Authentic colors and decals. Key tabs for easy part location and assembly, checklist instruction manual.

Our No	Unit	No	List	Sell
655-7797	Ea	8022	9.98	LXS

6 in a carton, 8 1/2 lbs.

ERTL PONTIAC TRANS-AM



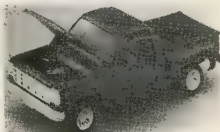
- 1/25 Scale - 7 1/2" x 3" x 2" -

Detailed trunk opens, interior features movable bucket seats, chromed bumpers, wheels, appointments. Fully detailed engine, gold plated wheel covers

Our No	Unit	No	List	Sell
642-3263	Ea	8103	7.49	TUX

6 in a carton, 8 lbs

ERTL STEPSIDE PICKUP

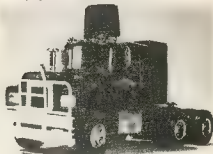


- 1/25 Scale - 8" x 3 1/2" x 2 1/2" -

Hoods opens on fully detailed, chromed engine, movable bench-style seats

Our No	Unit	No	List	Sell
642-0095	Ea	8104	7.49	TUX

6 in a carton, 8 lbs

ERTL RUBBER DUCK
BLUEPRINT REPLICA MODEL KIT

- 1/25 Scale -

Replica of the Mack rig used in the movie Convoy. Full cab interior, sleeper unit with bunk, steerable Elliot I-beam front axle and tandem rear axles, Goodyear tires on rotating chrome spoke wheels, CB and Dual Ears. Over 275 parts (119 plated). Size: 10 1/2" long x 4 1/2" wide x 4 1/2" high.

Our No	Unit	No	List	Sell
642-0152	Ea	8036	10.39	LNZ

6 in a carton, 9 lbs

ERTL BLUEPRINT REPLICA
INTERNATIONAL TRANSTAR II EAGLE

1/25 Scale, Over 250 Parts, 63 Plated Size: 10 1/2" long, 4" wide and 5 1/2" high. Custom Eagle cab, Detroit Diesel 290 horsepower engine, dual exhaust and muffler systems, steerable front wheel assembly, tandem axles in rear, Goodyear Custom Hi-Miler tires, fuel tanks, transmission, dual-axle, Big Boy frame with fifth wheel. Cab tilts forward, has I.C.C. license plate and state revenue tag decals. Key tabs for easy part location and assembly, instructions.

Our No	Unit	No	List	Sell
655-7078	Ea	8017	9.98	LXS

6 in a carton, 9 1/2 lbs.

ERTL INTERNATIONAL
TRANSTAR EAGLE 4300

- 1/25 Scale - 11" long, 4" wide, 5 1/2" high -
Over 250 parts - 68 plated. Key tabs for easy part location and assembly, checklist instruction manual, full color Eagle decals. Detailed cab interior, extended hood tilts forward, V-800 turbocharged diesel engine, realistic sleeper, aluminum front wheels, moon covers on the rear, Goodyear tires. Rocker beam rear suspension, deluxe horns, fog lights, exhaust stacks, and CB radio with twin ears.

Our No	Unit	No	List	Sell
653-8854	Ea	8025	9.98	LXS

6 in a carton, 9 lbs

ERTL IH DELUXE HEAVY DUTY LOGGER



- 21" Long, 5" Wide, 6" High -

Steel chassis, steel axles, deep treaded tires, chromed grille and hubs, tinted windshield and official ICC decals. Has fifth wheel steering, detachable log trailer features heavy duty tandem axles with engineering grade bearings.

Our No	Unit	No	List	Sell
633-1276	Ea	3422	18.89	ABLU

Individually boxed, 4 lbs.

ERTL IH AXIAL-FLOW COMBINE



- 10 1/2" Long, 8 1/2" Wide, 7 1/2" High -

Die-cast rust-resistant metal with child-safe baked enamel finish in authentic trademark colors. Accurate details, real steering and moving parts. Reel rotates, auger moves. The hopper may be filled from top, grain spout swivels.

Our No	Unit	No	List	Sell
629-6347	Ea	413	18.98	ABLS

6 in a carton, 15 lbs.

ERTL FORD TRACTOR/WAGON SET



- 22" long, 6" wide, 5 1/2" high -

Realistic steering action on tractor wagon has swivel action steering. Floating single point hitch and a working tailgate. Rust resistant aluminum die-cast tough ABS tractor fenders, real rubber rear tractor tires, and plated steel axles.

Our No	Unit	No	List	Sell
614-4232	Ea	A817	20.98	ADUX

Individually boxed, 4 lbs.

ERTL METAL TOYS

ERTL IH VISTA DOME HORSE VAN



- 21 1/2" Long, 5" Wide, 6" High -

Carries two horses and two colts with a skylight and side windows, rear and side doors pull down to become a loading ramp. Transtar truck with articulated fifth-wheel steering. Truck and van detach for separate use.

Our No	Unit	No	List	Sell
659-1358	Ea	3421	21.19	ADAZ

Individually boxed, 5 lbs.

ERTL JOIE CHITWOOD JUMP THRILL SET



- 1/28th Scale - 21" Long, 5" Wide, 8" High -

Authentic replica Chevy Titan cab-over-engine truck pulls a detachable flat-bed trailer with official Mr. Bibb launch cannon. The motorized jump car features ratchet wind-up motor with overload-protected spring.

Our No	Unit	No	List	Sell
641-9501	Ea	3622	21.98	ADLS

6 in a carton, 9 lbs.

ERTL NASCAR RACE CIRCUIT SET



- 22" Long, 5" Wide, 6" High -

Large scale dimensions, virtually indestructible steel bodies, lots of parts that really work. Includes: replica International Transtar truck with fully detailed sleeper cab, articulated fifth wheel steering. Detachable trailer with movable ramp hauls two NASCAR stock cars. The locking tool box carries pit stop tools, gas can, fire extinguisher, jack and spare tire.

Our No	Unit	No	List	Sell
641-8735	Ea	3413	22.25	ADVD

Individually Boxed, 5 lbs.

ERTL FORD TRACTOR



- 13-1/8" L., 8 1/2" W., 7 1/2" H. -

Mammoth all metal Ford tractor. Full front end steering with knee action and mammoth front and rear tires. 1/12 scale model.

Our No	Unit	No	List	Sell
658-4692	Ea	A800	22.65	ATAx

1 in a carton, 6 1/2 lbs.

ERTL JOHN DEERE TITAN COMBINE



- 15" Long, 10 1/2" Wide, 6 1/2" High -

Die-cast metal replica. Rear wheels steer, front wheels drive the turning reel and auger. Load the hopper, then unload through the swiveling grain spout.

Our No	Unit	No	List	Sell
646-0224	Ea	524	31.29	BUVS

Individually boxed, 5 lbs.

ERTL DELUXE FORD FARM SET



- 19 1/2" Long, 7 1/2" Wide, 13 1/2" High -

1/12 Scale, rust-resistant die-cast metal with safe plastic parts and authentic details. Ford 4600 replica tractor. Wagon has open and close tailgate, four-bottom plow and working disc both have retractable wheel assemblies. Includes livestock.

Our No	Unit	No	List	Sell
658-5079	Ea	813	31.29	BUVS

4 in a carton, 24 lbs.

ERTL IH LOGGER



Features fifth wheel steering, like-real detailed cab, chrome plated grille, bumper and stack. Natural wood logs fit into racks. 19-5/8" x 3 3/4" x 4-3/8".

Our No	Unit	No	List	Sell
612-3855	Ea	3608	14.49	NLS

Six in a ctn., 18 lbs.

ERTL IH TANKER

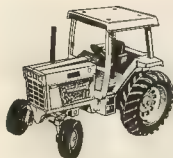


Features fifth wheel steering, detailed cab interior and accessories including ladder. 19-5/8" x 3 3/4" x 4 1/4".

Our No	Unit	No	List	Sell
612-3830	Ea	3607/3630	14.98	AUXU

6 in a ctn., 18 lbs.

ERTL IH 886 TRACTOR WITH SAFETY FRAME



- 9 1/2" long, 5 1/2" wide, 7 1/2" high -

Realistic steering with turning front wheels, wide front axle with pivot action, safety rubber exhaust stack. Hitch for pulling farm implements. Rust resistant, die-cast aluminum chassis with child-safe baked enamel paint. Rubber rear tires, detailed driver seat and control console. IH red and white

Our No	Unit	No	List	Sell
614-4182	Ea	461	15.65	AUDX

6 in a carton, 15 lbs.

ERTL METAL TOYS

ERTL IH 1586 TRACTOR WITH ALL-WEATHER CAB

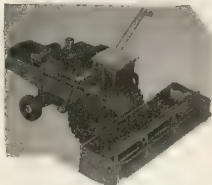


Features like-real steering action on pivoting wide front axle, dust rear wheels, rubber exhaust stack, four rubber tires on rear axle, front, triple-rib tires, hitch, detailed interior. 9 1/2" x 7 1/2" x 7 1/2".

Our No	Unit	No	List	Sell
645-5067	Ea	463	16.39	AUNZ

6 in a ctn., 24 lbs.

ERTL ALLIS-CHALMERS COMBINE



- 10 1/2" long, 6-1/16" wide, 4 1/2" high -

Wheels rotate, gear drives auger and reel. Grainhead follows ground contour, grain spout rotates, and open grain hopper may be filled. Die-cast aluminum, heavy gauge steel and engineering grade plastics. Authentically scaled, in Allis Chalmers official colors.

Our No	Unit	No	List	Sell
614-4190	Ea	1207	16.69	AXAZ

12 in a carton, 15 lbs

ERTL IH AUTOMATIC DUMP TRUCK



- 12 1/2" Long, 5 1/2" Wide, 6 1/2" High -

Steel bodied truck. This big ten-wheeler comes equipped with a genuine hydraulic lift on the dump box. Side lever control raises bed automatically. Has wide-swinging tail-gate, authentic International details, full safety features.

Our No	Unit	No	List	Sell
641-9958	Ea	3419	16.98	AXZX

Individually boxed, 3% lbs.

ERTL JOHN DEERE DIESEL TRACTOR



Real steering action, knee action wide front wheel movement, exhaust stack, pulls all implements. Die cast, rust-resistant aluminum, extra large front and rear wheels with real rubber tires. Authentic scale replica. 10 1/2" long, 6 1/2" wide and 6-3/8" high.

Our No	Unit	No	List	Sell
646-0216	Ea	555	17.25	AXTA

One in a carton, 3 1/2 lbs.

ERTL MINI FARM & LIVESTOCK SET



- 12" long, 5" wide, 11" high -

Authentic International stake truck, mini tractor and detachable wagon to care for the "livestock" included.

Our No	Unit	No	List	Sell
623-5931	Ea	80	17.65	AXSX

6 in a ctn, 9 lbs.

ERTL IH FARM SET



- Blueprint Replica -

Made to exacting scale from rust-resistant die-cast metal. Comes complete with a cow and 2 calves. Equipment includes the model 415 Farmall tractor, working three bottom plow and flare-box wagon with hinged tailgate.

Our No	Unit	No	List	Sell
653-8821	Ea	5031	18.29	ABXU

One in a carton, 2 lbs.

ERTL INTERNATIONAL HARVESTER
FOUR-BOTTOM PLOW

- 13 x 5 x 3 1/2" high -

Real plowing action. Wheels raise and lower. Hitches to tractors. Die-cast, rust-resistant aluminum. Detailed plastic in plowshares, discs, and hydraulic lift assemblies. Authentic and to scale in 1H red.

Our No	Unit	No	List	Sell
645-7972	Ea	476	6.98	DLS

12 in a carton, 10 1/2 lbs.

ERTL IH BARGE WAGON

ERTL
TOYS

120° front axle steering, with hitch bar for attachment to tractors. Slide-up tail gate for unloading. Full load carrying ability. Detailed frame and body. Die-cast rust resistant metal. Steel axles. Scaled replica in authentic IH red. (L. 12" x W. 3 3/4" x H. 3 3/4")

Our No	Unit	No	List	Sell
645-4479	Ea	479	6.98	DLS

12 in a ctn, 14 lbs.

ERTL INTERNATIONAL HARVESTER
FOUR-ROLLER DISC

- 10" x 13-1/8 x 2" high -

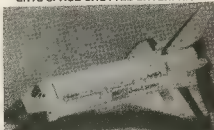
Wheel assemblies raise and lower, discs rotate, floating hitch for attachment to tractors. Die-cast, rust-resistant aluminum. Authentic and to scale in IH red.

Our No	Unit	No	List	Sell
645-8087	Ea	494	6.98	DLS

12 in a carton, 13 1/2 lbs.

ERTL METAL TOYS

ERTL SPACE SHUTTLE ENTERPRISE



- Scale 1:196 - 7 1/4" long, 4 1/4" wide, 2 1/4" high - Die-cast metal with authentic details including opening cargo doors with removable 3 section space lab payload Retractable landing gear.

Our No	Unit	No	List	Sell
641-8529	Ea	1514	6.98	DLS

12 in a carton, 8 lbs.

ERTL MINIATURE WORLD AMERICAN
CLASSICS

Six cars in carrying display case

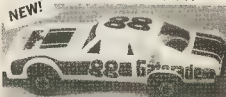
Cars made to scale of die-cast metal. Features free-rolling wheels, doors or hoods open to reveal detailed engine or interior. Comes complete with handy display case.

Cars included are '57 Bel-air Chev., '32 Ford 5-window coupe, '63 Corvette Stingray split-window coupe, '57 Ford 2-seater Thunderbird, Muscle car of the '60's and '70's Firebird Trans-Am and Ford Mustang Mark I.

Our No	Unit	No	List	Sell
612-3236	Ea	1741	8.25	TXU

12 in a ctn., 12 lbs.

ERTL DARRELL WALTRIP CHEVY



- Super Stock Race Car -

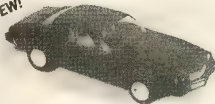
Wide track tires, movable seats, chromed engine and wheel covers, authentic decals

Our No	Unit	No	List	Sell
623-7085	Ea	1683	8.75	TVD

12 in a ctn, 12 lbs

ERTL Z28 CAMARO

NEW!



Sports interior instrument panel, gear shift, fold-down bucket seats, open sun-roof, and tinted shatterproof windows.

Our No	Unit	No	List	Sell
623-7002	Ea	1680	8.75	TVD

12 in a ctn, 12 lbs.

ERTL DIE CAST METAL SPORT REPLICAS



- 1/25 Scale -

Exact copies of the real McCoy. Bodies are die-cast metal with engines, seats and other interior features molded in high-impact polystyrene, all finished with authentic colors and details. Hoods open to show off chromed replica engines, doors open, interior have movable seats 7 1/2" to 8" long

Our No	Unit	No	Description
641-8545	Ea	1675	CJ7 Jeep
641-8560	Ea	1676	'79 Corvette
641-8578	Ea	1677	Chevy Stepside
641-8602	Ea	1678	Pontiac Trans

Each 8.75 TVD

12 in a carton, 4 1/2 lbs

ERTL DELUXE SCOUT TRAVELER



- 10 1/4" long, 4 1/4" wide, 4 1/4" high -

Easy glide push drive, chrome bumpers and grille, deep-lug off road tires, slotted chrome wheels, tinted shatter-proof windows. Detailed interior and rear access door that swings up

Our No	Unit	No	List	Sell
614-4331	Ea	3550	8.79	TVL

6 in a carton, 9 lbs.

ERTL TRACTOR WAGON SET



International Harvester steerable tractor with attaching IH wagon with swinging end gate. IH red and white. 18-7/8" long, 5" wide and 4 1/4" high. Our No Unit No List Sell
646-0018 Ea 5011 9.98 LXS

Six in a carton, 13 lbs.

ERTL IH HAY BALER

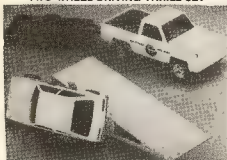


- L 12 1/4", W 7 1/4", H 3 1/4"

Realistic action with pickup finger, auger, plunger head and flywheel all operating when pulled by tractor. Steel construction, Tu-scale red.

Our No Unit No List Sell
645-5216 Ea 447 10.65 SAU

12 in a carton, 15 1/2 lbs.

ERTL JOIE CHITWOOD
TWO-WHEEL DRIVING THRILL SET

1/28th Scale - 12 1/4" Long, 3 1/4" Wide, 3 1/4" High

Send the friction powered gyro car up the ramp and see it land at dizzying angles. Fly-wheel gyro mechanism lets it ride on 2 wheels, either side, or stand on end, but it always finishes with all the wheels on the ground. Load ramps in the replica Chevrolet pick-up, stunt car rides on the detachable trailer.

Our No Unit No List Sell
641-9014 Ea 3621 11.79 SVL

6 in a carton, 9 lbs

ERTL METAL TOYS

ERTL GIANT FORD FORAGE WAGON



Realistic front axle steering, with a swingup tailgate and hitch. Sturdy steel axles, real rubber tires. "Big Blue" wagon finish. 16 1/2" x 7" x 6" H.

Our No Unit No List Sell
645-5463 Ea 806 12.39 VBL

6 in a ctn, 20 lbs.

ERTL CHAIN SAW



- 13" long, 5 1/4" wide, 5 1/4" high -

Exact copy of the popular Poulan Saw. Pull starter winds the friction motor; trigger switch starts the safe bead chain and real chain saw roar.

Our No Unit No List Sell
626-2638 Ea 907 12.79 VTZ

6 in a ctn, 13 lbs.

ERTL SKIL CIRCULAR SAW



- 8 1/2" long, 5 1/4" wide, 5" wide -

Pull cord energizes the friction motor. The saw makes a realistic cutting sound when the safety guard is pivoted inward. Official Skil colors and decals.

Our No Unit No List Sell
623-6707 Ea 920 12.98 VLS

6 in a ctn, 9 lbs.

ERTL RICHARD PETTY GOOD TIMES VAN



- 11 1/2" Long, 5" Wide, 5" High -

A realistic copy of Richard Petty's home away from home including a scaled figure of Richard Petty himself. Features custom picture windows of tinted shatter-proof plastic, sliding side door opens to reveal fully detailed interior. Has deep-dish mag wheels, dual chrome side pipes, custom paint job.

Our No Unit No List Sell
614-4257 Ea 3521 12.98 VLS

6 in a carton, 13 lbs

ERTL FORD TRACTOR



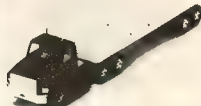
- 10 1/2" L., 5 1/2" W., 6 1/4" H. -

A 1/12 scale, die cast aluminum model of the Ford 4600 series tractor with extra large front and rear tires. A real fine scaling of power. Ford blue and grey.

Our No Unit No List Sell
658-4734 Ea A805 13.59 NUL

One in a carton, 3 pounds.

ERTL IH SEMI TRAILER



Features opening rear doors, fifth wheel articulation, like real detailed cab interior, chrome plated grille, bumper and stack. 19-5/8 x 3 1/4 x 5-1/8".

Our No Unit No List Sell
612-3758 Ea 3605/3629 14.98 AUXU

6 in a ctn., 18 lbs.

ERTL INTERNATIONAL SCOUT II



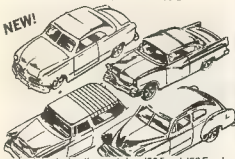
— 1/25 Scale, 53 Parts, 17 Plated —
Size: 7" long, 2-7/8" wide and 2-5/8" high. 4-wheel drive, automatic transmission, complete interior detail, International 345 cubic inch V-8 engine, Goodyear all terrain tires, IH Fire Orange color with full-color Rallye decaling. Key tabs for easy part location and assembly, checklist instruction manual.

Our No	Unit	No	List	Sell
655-7466	Ea	.8023	4.85	ZBD

6 in a carton, 5 1/2 lbs.

ERTL CARS OF THE 50'S

NEW!



Asst includes these styles '50 Ford, '56 Ford Crown Victoria, '55 Chevy Nomad & '51 Chevy.

Our No	Unit	No	List	Sell
624-9676	Ea	1743	5.49	ZLS

12 in a ctn., wt. 8 lbs.

ERTL JOHN DEERE MINI-TRACTOR



— with Sound-Gard Body —

A miniature 1/32 scale Blueprint replica of the John Deere Generation II tractor. Front and rear wheels roll, integral implement hitch, die-cast, rust resistant metal, Baked enamel finish in John Deere green.

Our No	Unit	No	List	Sell
646-0042	Ea	66	5.98	DUX

12 in a carton, 9 1/2 lbs

ERTL METAL TOYS

ERTL CHEVY BLAZER

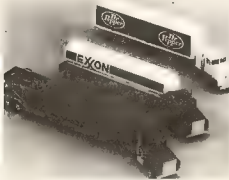


Features detailed interior, deep tread off-road tires, chrome-plated wheels, bumpers and grille. Top removes for cargo space.

Our No	Unit	No	List	Sell
612-3467	Ea	3601	5.98	DUX

6 in a ctn., 12 lbs.

ERTL TRUCKS OF THE WORLD REPLICAS



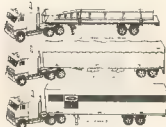
- 1/64 Scale, Approximately 8" to 10" Long -

Die cast metal repl cas feature authentic, licensed deta ls and many parts that move and work like the rea McCoy Includes four each of IH Eagle Car Carrier, IH Exxon Tanker, IH Eagle Dr. Pepper Van

Our No	Unit	No	Each	Asst
341-8217	Asst	1505	6.35	TUVX

12 in an assortment, 10 lbs

ERTL FORD TRUCKS



— Asst of 12 —

Asst includes these styles Flatbed w/ Beam, Grain Hauler & Parts Van.

Our No	Unit	No	Each	Asst
324-9471	Asst	1507	6.35	TUVX

Ctn wt. 9 1/2 lbs.

ERTL CONSTRUCTION VEHICLES



— Asst. of 12 —

Asst. includes these styles: I.H. Paystar Cement Mixer, I.H. Paystar Wrecker & I.H. Paystar Dump Truck.

Our No	Unit	No	Each	Asst
324-9489	Asst	1516	6.35	TUVX

Ctn wt. 6 1/2 lbs.

ERTL MINI TRACTOR/WAGON SET

NEW!



— 10" long, 3 1/2" wide, 3" high —

Two pieces that work together or interchange with other ERTL Mini's Die-cast tractor pulls steel wagon with working tailgate.

Our No	Unit	No	List	Sell
623-5899	Ea	52	6.49	DZX

12 in a ctn, 12 lbs

ERTL INTERNATIONAL HARVESTER FARMALL TRACTOR

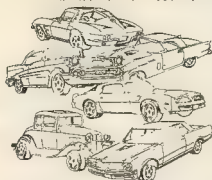


Real steering action, pulls farm implements. Die-cast rust-resistant zinc, real rubber tires, Authentic scale replica of I.H. Color: red.

Our No	Unit	No	List	Sell
653-8482	Ea	415	6.98	DLS

One in a carton,

ERTL AMERICAN CLASSICS ASST.



Assortment of 48 cars

Assortment contains 8 each of the following six cars: '57 Belair Chev., '32 Ford 5-window coupe, '63 Corvette Stingray Split-window coupe, '57 Ford 2-seater Thunderbird, Muscle Car of the '60's and '70's Firebird Trans-am and Ford Mustang Mark I.

Our No	Unit	No	Each	Asst
312-3197	Asst	1702	1.39	DXLD

48 in an assortment, 6 lbs.

ERTL CARS OF THE '50s



- Eight Each Of Six 1/64 Scale Replicas - Includes: '50 Mercury, '51 Chevy, '55 Chevy Nomad, '50 Ford, '56 Ford Crown Victoria, '57 Chevy Approximately 3" long with doors or hoods that open to reveal detailed interiors.

Our No	Unit	No	Each	Asst
341-8670	Asst	1708	1.39	DXLD

48 in an assortment, 6 lbs

ERTL WORK AND RECREATIONAL VEHICLES ASSORTMENT



Assortment of 24 vehicles

Assortment contains six each of the following vehicles, Chevy Van, Ford Van, Dodge Street Van and GMC Step-side Pickup. Each features made to scale vehicles of die-cast metal, finished in minute detail. Each approximately 3" long. Bubble-packed.

Our No	Unit	No	Each	Asst
312-3221	Asst	1704	1.45	BATZ

24 in an assortment, 4 lbs.

ERTL METAL TOYS

ERTL FARM ANIMAL ASSORTMENT



Six Model 53 Livestock Collection and six each of 6-pc. horse, cow, and pig sets.

Our No	Unit	No	Each	Asst
323-6452	Asst	57	1.49	BDUX

24 in assort., 4 lbs.

ERTL MINIATURE "PLANES OF THE WORLD"



—Asst. of 24—

Authentic, highly detailed with retractable landing gear and other features. Asst. includes 4 each of these styles: Douglas DC-10, Douglas DC-8, Boeing 747, Lockheed L-1011 Tristar, Boeing 707 & Boeing 727

Our No	Unit	No	Each	Asst
324-9505	Asst	1510	2.79	DXLX

Ctn. wt. 6 lbs

ERTL IH MINI-TRACTOR



Realistic 1/32 scale model of IH tractor with drawbar for farm implements. Die-cast rust resistant metal body. Baked enamel in IH red. (L. 5" x W. 3 1/2" x H. 3").

Our No	Unit	No	Each	Asst
645-5133	Ea	405	3.98	BLS

12 in a ctn, 8 lbs.

ERTL MINIATURE TRACTORS ASST.



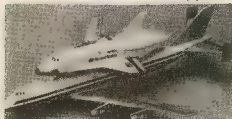
Assortment of 24 tractors

Assortment consists of 4 each of the following 8 tractors: John Deere with sound gear, International Harvester 86 series with cab and dual wheels, Ford with cab, Massey-Ferguson with cab, Allis Chalmers with cab, Case Agri-King with cab. Each made to scale of die cast metal finished in minute detail. Original manufacturer's colors and name. Each approximately 2" long. Bubble-packed.

Our No	Unit	No	Each	Asst
312-3205	Asst	1703	1.89	ZUBT

24 in an asst., 5 lbs.

ERTL 747 SHUTTLE PACKAGE



Scale 1:500 - 6" long, 5 1/2" wide, 2 1/2" high

Scale replicas detailed in die-cast metal, bearing official NASA insignia. Removable space shuttle rides piggy-back on the 747 jumbo jet with retractable landing gear

Our No	Unit	No	List	Sell
641-8503	Ea	1513	4.29	BVS

24 in a carton, 12 lbs.

ERTL SPACE SHUTTLE ORBITER



- Scale 1:500 - 6" long, 2" wide, 2" high -

Made of die-cast metal complete with launching pad and two booster rockets which detach from the fuel tanks to simulate lift-off

Our No	Unit	No	List	Sell
641-8537	Ea	1515	4.59	ZUL

12 in a carton, 4 lbs.

NASTA SPIDERMAN & HULK MAGNIFYING GLASS



- Card Size: 4" x 7" -

Designed for all the young scientific minds. Boys and girls alike will have great enjoyment using these magnifying glasses with their favorite characters Spiderman or Hulk.

Our No	Unit No	Each Disp
044-9926	Disp 2050	.98 ALUX

24 in a carton, 2 lbs.

NOVELTY TOYS IDEAL MAGIC 8 BALL



Fortune Telling Fun For Everyone
Party "Pepper-Upper", Paper Weight, Conversation Piece, Ornament for home, bar or den. Ask it a question, written answers rise mysteriously into view on "Spirit Slate". 4" black ball combines fortune telling with American "glimick" the "8" ball.

Our No	Unit	No	List	Sell
617-7554	Ea	2900-9	4.79	ZBU

12 in a ctn., 7 lbs.

SILLY PUTTY

Press it on comics, it takes them up - in color. Drop it, it bounces higher than a rubber ball. Stretch it slowly, it's taffy. Tug it quickly, it breaks like a biscuit.



Our No	Unit	No	List	Sell
619-4096	Ea	905	1.25	VZ

48 in a counter display, 8 pounds.

NASTA SUPERFRIENDS FLASHLIGHT



- Card Size: 4 1/2" x 8" -

Let one of these Super Friends: Superman, Batman, Wonder Woman or Robin light the way. Battery included

Our No	Unit No	Each Disp
044-6609	Disp 535S	1.49 ZLUX

36 in a display, 1 1/2 lbs.

LAKESIDE BARREL OF MONKEYS



- Ages 3 and up -

Mini-monkeys can be linked arm to arm. The trick is to pick up all 12 in a line. Bright colorful barrels.

Our No	Unit	No	Each	Ctn
822-1640	Ctn	8312	2.35	ZSLV

24 in a ctn., 6 1/2 lbs.

LAKESIDE WACKY WATER WRITER



Water Game Ball-Point Pen

Twist and turn to capture the action figures. Four different games to choose from, Shark Attack, Sink The Sub, Fish Pond or Space Rescue. Also a ball-point pen for writing fun

Our No	Unit	No	Set	Disp
048-7991	Disp	5005	3.49	VZVX

36 Sets of 4 in disp., 6 1/2 lbs.

LAKESIDE WACKY WATER FLASHLIGHT



Play the water game by capturing the action figures - or use the flashlight to light yur way - or shine the light into the game to play in the dark. Three ways to play and three times the fun.

Our No	Unit	No	List	Sell
653-9647	Ea	5035	5.19	ZDL

24 in a carton, 8 lbs.

LAKESIDE ZANY ZAPPERS



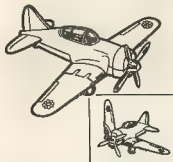
- Ages 5 and up -

Electronic flashers, one size fits all, you control the flashing. One volt battery required.

Our No	Unit	No	List	Sell
634-1614	Ea	5045	6.49	DZX

12 in a carton, 15 lbs.

GABRIEL BAJA BUTTERFLY PLANE



Green & yellow custom sports plane with 8 1/2" wingspan, folding wings, spinning propellers & retractable wheels

Our No	Unit	No	List	Sell
636-2628	Ea	21210	3.25	BAS

12 in a ctn., wt. 9 lbs

GABRIEL TRACTOR & TRAILER



Husky little metal tractor w/hitch-on trailer Over 10 inches long Red & yellow enamel, gold trim

Our No	Unit	No	List	Sell
636-2586	Ea	26151	3.25	BAS

12 in a ctn., wt. 10 lbs

GABRIEL BEETLEBUG



- Assorted Blue or Orange -

Die-cast metal replica of the popular Bug has sassy sunroof, white plastic molded interior seats and steering wheel, shiny wheel covers and sun decoration on the side.

Our No	Unit	No	List	Sell
611-5885	Ea	26121	3.25	BAS

12 in a carton, 8 lbs

Gabriel® die-cast METAL

GABRIEL CEMENT MIXER



Orange/white road builder with tilting bed Barrel revolves realistically

Our No	Unit	No	List	Sell
636-2552	Ea	25135	4.98	ZXB

12 in a ctn., wt. 14 lbs

GABRIEL MIGHTY METAL DUMP TRUCK



Sturdy die-cast metal, orange and white dump truck with heavy-rib, high-wall tilting bed, cab-over-engine style, and free-rolling wheels

Our No	Unit	No	List	Sell
611-6164	Ea	25131	4.98	ZXB

12 in a carton, 14 lbs

GABRIEL MIGHTY METAL FIRE ENGINE



Hook-n-ladder has extending boom that pivots 360 degrees to send up the two detachable ladders Red and White color. Die cast metal, heavy rib tires

Our No	Unit	No	List	Sell
611-6156	Ea	25137	4.98	ZXB

12 in a carton, 4 lbs

GABRIEL MIGHTY METAL SCHOOL BUS



Authentic yellow schoolbus hits the road with die-cast metal detailing, shiny wheels, and heavy ribbed tires

Our No	Unit	No	List	Sell
611-5893	Ea	26123	4.98	ZXB

12 in a carton, 14 lbs.

GABRIEL SMOKEY BEAR AND HIS JEEP



Die cast metal jeep featuring fold-down windshield, roll bar, seats and cargo area. Stand Smokey up with arms raised or sit him down with hands on the wheels.

Our No	Unit	No	List	Sell
611-6149	Ea	26143	4.98	ZXB

12 in a carton 9 lbs

GABRIEL HELICOPTER



Rescue action helicopter has working crank to raise and lower winch. Plastic canopy protects pilot as 7 1/2" rotor spins overhead, tail rotor behind

Our No	Unit	No	List	Sell
611-6172	Ea	26211	4.98	ZXB

12 in a carton, 10 lbs.

GABRIEL SKY SKIPPER PLANE

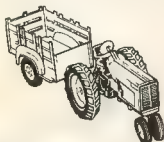


Plane features retractable landing gear operating door with boarding stairs & twin spinning propellers. Look in cockpit and see the pilot & passengers inside.

Our No	Unit	No	List	Sell
636-2610	Ea	27218	6.25	DAS

12 in a ctn wt 15 lbs

GABRIEL TRACTOR AND TRAILER



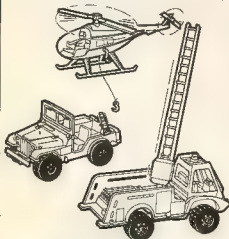
- Over 18 Inches Long -

Husky tractor and hitch-on trailer. Has steering action. In red/yellow and green/yellow combinations.

Our No	Unit	No	List	Sell
642-1234	Ea	26155	10.98	SZX

6 in a carton, 18 lbs

GABRIEL FIRE FORCE 3 PC. RESCUE SET



- Ages 3 Years and Up -

Tough die-cast metal, super detailed with realistic operating features. Includes: helicopter with hand cranking hook and line, Fire-Fighting jeep with fold-down windshield, Hook and Ladder fire engine with detachable ladders that hook up and pivot 360 degrees. All vehicles are in Firehouse Red and White.

Our No	Unit	No	List	Sell
642-1184	Ea	29126	13.29	VXS

6 in a carton 20 lbs

METAL TOYS

NYLINT CADET PICK-UP

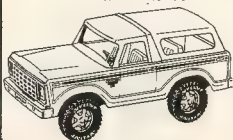


Overall Size: 12" L x 4-1/8" W x 4" H
Steel pick-up has up-to-date six window club cab with detailed interior. Bed has double sidewall construction, plated grill and wheelcovers, white lettered tires. Non-toxic finish.

Our No	Unit	No	List	Sell
638-9787	Ea	710	6.69	DXL

6 in a carton, 13 1/2 lbs.

NYLINT CADET BRONCO



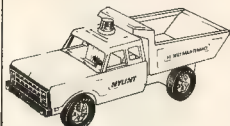
- 10" long x 4 1/2" wide x 4 1/4" high -

Bronco Ranger is Ford's newest entry into the fast rising 4 x 4 market. Authentic exterior and interior detailing add to its realism. Rear roof is removable, deep-grooved tires, non-toxic finish.

Our No	Unit	No	List	Sell
852-8772	Ea	1010	8.29	TXD

6 in a carton, 12 lbs

NYLINT CADET MAINTENANCE DUMP



- 2 1/2" long x 4 1/2" wide x 4 1/4" high -

Six-window club cab, simulated emergency flasher, Hi-Way markings, easy hand lift dumping action, white lettered tires, non-toxic finish.

Our No	Unit	No	List	Sell
656-4918	Ea	770	8.79	TVL

6 in a carton, 13 lbs

NYLINT CADET BUSH BUSTER PICKUP
NEW!

- 11 1/2" long x 5 1/2" wide x 4 1/4" high -
4 x 4 pickup features a heavy duty roll bar and oversized, white lettered, off-road tires. Realistic side markings. Tough steel construction features a rear box with double sidewall construction and hemmed edges. Non-toxic finish.

Our No	Unit	No	List	Sell
626-3842	Ea	1110	9.09	LUN

6 in a carton, 12 lbs.

NYLINT CADET STEPSIDE DUMP

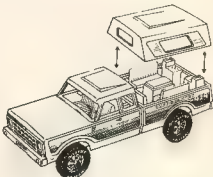


Rugged steel "Country Gent" Stepside Dump has easy hand-lift operation. Removable side stakes and swinging tailgate. "Stilted" 4-wheel drive look. Deep-tread tires, plated wheelcovers and grill, and side striping add to contemporary styling. Hemmed safety-play edges. Non-toxic finish. Overall Size: 11-3/8" L x 4-5/8" W x 4" H.

Our No	Unit	No	List	Sell
622-6583	Ea	790	10.09	LSA

6 in a ctn., 11-1/2 lbs.

NYLINT CADET ROUGH COUNTRY CAMPER



- 12 1/2" long x 4 1/2" wide x 4 1/4" high -

Has removable top that shows full camper interior. Stilted chassis and deep-tread tires give it the off-road 4-wheel drive look. Rugged steel construction, contemporary side labels, hemmed edges, non-toxic finish.

Our No	Unit	No	List	Sell
652-8731	Ea	752	10.19	LSV

6 in a carton, 14 lbs.

TUDOR ELECTRIC FOOTBALL GAMES

Features Total Team Control-Individually controlled movements of every offensive and defensive player.

Each set features total team control bases, 22 players in 5 realistic poses. Run real traps, end arounds, sweeps, slants, swing patterns and other plays. Two triple threat quarterbacks that kick, pass and run. Adjustable scoreboard. Steel gameboard, patented automatic timer, magnetic first down marker with movable 10 yard chain. Magnetic ball and down marker. Speed control with printed dial and plastic knob. Player I.D. numbers. U.L. listed.



Ages 8 to Adult, side controls for quicker and more accurate adjustment.

Our No	Unit	No	List	Sell
620-6817	Ea	500	18.89	ABLU

6 in a ctn., 27 lbs.

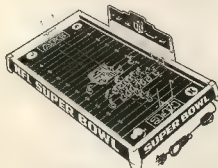


NFL Electric Football featuring Cowboys and Steelers in officially painted uniform, two team boxes included for storage.

Our No	Unit	No	List	Sell
612-9936	Ea	520	26.65	ASXV

6 in a ctn., 28 lbs.

TUDOR ELECTRIC FOOTBALL GAME



NFL Super Bowl With Team Control

Both teams in fully painted official uniforms. Extra self stick numbers (2 - 89) to match any favorite player's number—duplicate the real Super Bowl lineups. Box size 36x19x3 3/4".

Our No	Unit	No	List	Sell
642-4592	Ea	660	38.98	BLUX

Four in a ctn., 37 lbs.

ACTION & BOARD GAMES

TUDOR ELECTRIC BASEBALL



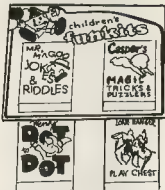
Remote Controlled Batter & Pitcher

Metal game board with authentic player illustrations in uniform on baseball diamond. 3-Dimensional runners actually run the bases, can be thrown out at any base. Adjustable scoreboard on outfield fence. Realistic World Series crown scene. Box size 19"x19"x2 1/4".

Our No	Unit	No	List	Sell
642-4485	Ea	560	21.19	ADAZ

Six in a ctn., 24 lbs.

WARREN DOUBLE PACK CARD GAMES



Our best selling card games packed together. Old Maid in 1/2 of total dozen.

Our No	Unit	No	Each	Asst
383-2136	Asst	4402	1.29	ZANV

36 in an assortment, 12 lbs.

WARREN GIANT FLASH CARDS ASST.



Assortment of 4 each of 6 subjects: Division, Subtraction, Phonics, Multiplication, ABC and Addition flash cards.

Our No	Unit	No	Each	Asst
338-9293	Asst	7606	2.09	ZXSL

24 in an assortment, 8 lbs.

WARREN STARSHIP COUNTERFORCE ACTION PLAYSET



- 47 Pieces - Set Up Size: 24 1/4" x 22 1/4" x 13" -

Made of heavy board and features a detailed starship, over 2 feet high with working elevator and 30 molded plastic spacemen. Includes: living quarters, 2 ladders, 2 energy deflectors, 5 swivel chairs, 7 observation windows, control panels, solar collector, communication relays, computer with data bank. Full assembly instructions included.

Our No	Unit	No	List	Sell
683-1622	Ea	6001	9.19	LAZ

6 in a carton, 21 lbs.

**COLECO BATTERY ELIMINATOR/
AC ADAPTER**


Use as battery eliminator for electronic games, just connect to the battery snaps, plug it in and you've eliminated the need for a 9 volt battery. Use also as an AC adapter with most electronic items, just connect it to the external adapter jack and you have a dependable power source. UL listed 771-K & 883-K Input: 117V 60Hz & 5W. Output: 9VDC 200mA. Only for use with electronic products requiring one 9 volt battery and having internal battery snaps.

Our No	Unit	No	List	Sell
624-5799	Ea	2098	8.75	TVD

12 in a carton, wt. 24 lbs

**COLECO LIL GENIUS
ELECTRONIC LEARNING CALCULATOR**


Enter your own mathematical problem in the learning calculator, then select the answer. Lil Genius immediately verifies your computation. Complete instructions included. 9 volt battery required, not included or No. 8041 Telstar AC adapter, not included.

Our No	Unit	No	List	Sell
611-4821	Ea	2000	19.98	AZXZ

12 in a carton, 8 lbs.

COLECO "ZAP"


The hand held electronic challenge game, that's a real test of reflexes. The LED missile races at an amazing speed toward your goal. Wait till it's almost there, then zap it back toward your opponent at an even faster speed. Includes LED missile, electronic sound effects, electronically computed scoring. Requires one 9 volt battery (not included).

Our No	Unit	No	List	Sell
616-0238	Ea	2030	27.75	AVTA

12 in a carton, 9 lbs

ELECTRONIC TOYS
**COLECO ELECTRONIC PLAY & LEARN
MACHINE**

NEW!



The child's computer that makes learning fun. There are spelling and word games, math problems, general knowledge questions, musical lessons and pre-school picture puzzles, over 300 learning activities in all.

Our No	Unit	No	List	Sell
623-7713	Ea	2210	66.49	DXZD

6 in a carton, 15 lbs

**COLECO QUIZ WHIZ
THE COMPUTER ANSWER GAME**


Challenges you with 1001 questions on topics like movies, TV, sports, trivia, travel and many more. Choose your answer from the multiple choice - the computer tell you if your right. Comes in a vinyl case and includes a programmed Game Cartridge and Quiz Book #1 with 1001 questions. Requires one 9 volt battery or #6041 Telstar AC Adapter (not included).

Our No	Unit	No	List	Sell
622-1725	Ea	2060	41.98	BVUX

12 in a carton, 6 lbs

COLECO STAR TREK ELECTRONIC GAME

- Ages 6 to Adult -

Electronic action packed space game based on Star Trek. It's the U.S.S. Enterprise versus V'ger. Play against an opponent, or against the computer. LED's show U.S.S. Enterprise and V'ger in orbit, photons and green energy bolts and hits. Eight different speeds keep the challenge in the game. Automatic computerized scoring. Fantastic electronics sound effects. Requires one 9-volt battery or Coleco Battery Eliminator/AC Adapter (neither included).

Our No	Unit	No	List	Sell
623-7705	Ea	2200	37.69	BTAD

12 in a carton, 18 lbs.

**COLECO TELSTAR COLORTRON
VIDEO GAMES**

NEW!



4 COLOR VIDEO GAMES

- Ages 8 to Adult -

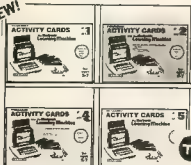
Four exciting sports. Tennis, Hockey, Handball, Jai Alai. On-screen digital display scoring. Electronic sound effects. Variable skill control. Requires two 9-volt batteries or Coleco Battery Eliminator/AC Adapter (neither included).

Our No	Unit	No	List	Sell
623-7747	Ea	6135	35.39	BZLU

6 in a carton, 11 lbs.

**COLECO LEARNING MACHINE
ACTIVITY CARD SETS**

NEW!



The display contains two each. Spelling and Word Games (Beginner), Spelling and Word Games (Advanced), Math Problems, General Knowledge Questions, Musical Lessons and Songs, and Pre-School Picture Puzzles.

Our No	Unit	No	Each	Disp
023-7735	Disp	2220	13.19	AUTXS

1 in a carton, 24 lbs



COLECO ELECTRONIC QUARTERBACK



The excitement of a real football game right in the palm of your hand. The computer controls the defense and you control the offense. Pass, block, run, kick options. LED statistical displays, electronic football sound effects, two skill levels. Semi Pro/Pro Requires one 9 volt battery or #6041 Telstar AC Adapter (not included).

Our No	Unit	No	List	Sell
622-1733	Ea	2020	50.98	ZDUX

12 in a carton, 8 lbs.

COLECO HEAD TO HEAD BASEBALL



- Ages 8 to Adult -

Vacuum fluorescent scoreboard displays balls, strikes, outs, inning and score. Message center displays result of each hit. Realistic electronic sound effects. Special features include stealing, bunting, tagging up, hit and run, double plays and extra inning scoring. Computer determines batting average for each man, and displays it in the batting order. Offensive manager controls the batter. Defensive manager controls the pitcher. LED's show ball on pitch path and men on base. Two skill levels. Requires two 9 volt alkaline batteries (not included).

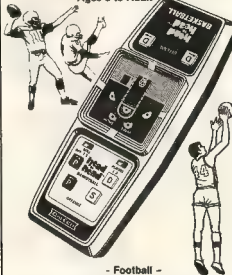
Our No	Unit	No	List	Sell
623-7689	Ea	2180	66.49	DXZD

6 in a carton, 6 lbs.

ELECTRONIC TOYS

COLECO HEAD TO HEAD COMPUTER GAMES

Ages 8 to Adult



- Football -

Head to Head competition against the computer or an opponent. Offense: Pass, block, run, kick. Change plays on the line of scrimmage. Defense: Intercept, blitz, tackle. LED statistical displays. Electronic football sound effects. Two skill levels. Semi Pro/Pro Requires one 9 volt alkaline battery or Coleco Battery Eliminator/AC Adapter (neither included).

Our No	Unit	No	List	Sell
642-4121	Ea	2140	66.49	DXZD

6 in a carton, 4 lbs.

- Basketball -

Head to Head competition against the computer or an opponent. Complete offense and defense control. Pass, block, aim, shoot, rebound features. LED statistical displays. Electronic basketball sound effects. Two skill levels. Semi Pro/Pro Requires one 9 volt alkaline battery or Coleco Battery Eliminator/AC Adapter (neither included).

Our No	Unit	No	List	Sell
642-4246	Ea	2150	66.49	DXZD

6 in a carton, 4 lbs.



- Hockey -

With this exciting computerized game, you can compete against a friend, or play against the computer. Play offense or defense. The five offensive players pass the puck from player to player, setting up for a shot on goal, while a defensive player and movable goalie attempt to block. The large, clear display shows all the action. All the statistics, including score and time remaining readouts are displayed. Electronic sounds increase the excitement. Requires one 9 volt alkaline battery or Coleco Battery Eliminator/AC Adapter (neither included).

Our No	Unit	No	List	Sell
642-4295	Ea	2160	66.49	DXZD

6 in a carton, 4 lbs.

LAKESIDE ELECTRONIC INTERCEPT



For 2 players, ages 8 to adult. Includes self-contained electronic unit, intercepter, S.A.M. sites and tracking indicators. Use sounds and lights to search out and destroy target. 9-volt bat.

Our No	Unit	No	List	Sell
656-4611	Ea	9005	39.98	BLXS

4 in a ctn., 10 lbs.

LAKESIDE COMPUTER PERFECTION



The electronic game that challenges both mind and memory. Players can challenge the computer or compete with friends. Four different electronic games to play, each complete with a computerized show of sounds and lights.

Our No	Unit	No	List	Sell
642-3297	Ea	9012	56.79	ZSVX

4 in a carton, 8 lbs.

KUSAN SONIC FAZER



- Ages 4 years and up -

The most sophisticated computer toy yet. Makes 5 different space sounds plus a scope light. Change the slide selector and change the far-out sounds. Requires one 9 volt alkaline battery (not included).

Our No	Unit	No	List	Sell
637-6073	Ea	68	21.29	ADBXX

6 in a carton, 8 lbs.

NEW! LAKESIDE'S Le BOOM



The electronic game that will blow your mind. Race to dismantle Le Boom before "Tic Tac Boom".

Our No	Unit	No	List	Sell
621-6281	Ea	9025	59.98	DUXU

4 in a carton, 12 lbs.

TOMY STROLLING BOWLING



- Ages 5 and Up -

A compact, portable bowling game that you can play right in your own living room or even in the backyard. Just open the case and there's a little bowling alley right there. Then wind up the ball, set it down on the lane and watch as the little bowling ball hops down and knocks the pins over.

Our No	Unit	No	List	Sell
620-5627	Ea	7071	8.29	TXZ

12 in a carton, 6 lbs.

TOMY JUMPING JUNGLE PINBALL



TV

- For Ages 3 to 7 Years -

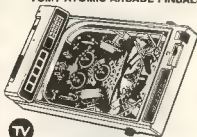
Send the ball into the Jumping Jungle and use the flippers to knock the ball against the monkey bumpers. Each time you hit the monkey bumpers, the monkeys scamper up their trees. When all the monkeys reach the coconuts at the top, the birds will spin and the bells will ring. No batteries needed.

Our No	Unit	No	List	Sell
637-4136	Ea	1029	12.59	VDU

6 in a carton, 12 lbs.

ACTION & BOARD GAMES

TOMY ATOMIC ARCADE PINBALL



TV

- Ages 6 and Up -

Ball is propelled like an atomic particle into an atom. It caroms off the power bumpers as if it's in a magnetic field, setting off electronic bells and an automatic scoreboard. Uses 5 D batteries, not included. 17" x 4 1/2" x 10 1/2".

Our No	Unit	No	List	Sell
637-3278	Ea	7054	49.98	ZXZD

4 in a carton, 5 lbs

TOMY DIGITAL DERBY AUTO RACE SET



TV

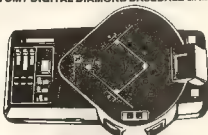
- Ages 6 and Up -

Hand held digital auto race. Looks and works just like the big electronic arcade raceway games. Steer and shift, racing against other cars, to avoid accidents and move through traffic. If you crash, the alarm flashes and costs you laps. Equipped with lap counter, reset button and automatic timer. Two C batteries, not included.

Our No	Unit	No	List	Sell
652-3963	Ea	7034	27.98	AVLS

12 in a carton, 12 lbs

TOMY DIGITAL DIAMOND BASEBALL GAME



- For Ages 6 and Up -

The push-button baseball game. It's player against player. The pitcher can throw a fast ball or curve. The batter can hit or miss. If it's a hit, a digital light goes into the field. The fielder then pushes a button which lets him know if it's a single, double, triple, home run or out. It has a complete scoreboard where you keep the score. Size: 8 1/2" x 6" x 2". Uses 2 AA batteries, not included.

Our No	Unit	No	List	Sell
637-3187	Ea	7052	16.98	AXZX

12 in a carton, 12 lbs

TUDOR NFL PLAY ACTION

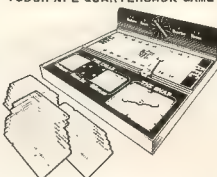


Simple to learn, easy to play, fun for the whole family game gives you three action packed ways to win. 11 players to a side and lots of ways to maneuver them. Players are cast in 5 NFL action poses.

Our No	Unit	No	List	Sell
624-5104	Ea	130	6.19	DAZ

12 in a carton, 12 lbs.

TUDOR NFL QUARTERBACK GAME



Easy, fast football game featuring 20 NFL offenses to choose from, 8 pro defenses to counter with, 800 different play possibilities plus 20 page Official NFL P playbook.

Our No	Unit	No	List	Sell
623-2516	Ea	200	14.25	NTU

6 in a ctn., 13 lbs.

TUDOR BOWLING GAME



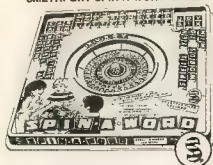
- Realistic Looking Wood-Grained Alley -

Make strikes, spares—hit the pins, they flip up. Squeeze dual-action pin reset and you're automatically ready to roll again. Sturdy 1-piece metal housing automatically returns ball from alley. Ten 4 1/2" pins with integrally molded position markers. 2 1/2" ball provides realistic pin action. Assembled ready to play. Box size 16 1/2" x 12 1/2" x 6 1/2".

Our No	Unit	No	List	Sell
642-4501	Ea	460	16.89	AXBS

Six in a ctn., 25 lbs.

SMETHPORT SPIN A WORD GAME



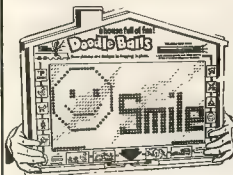
- Ages 6 and Up -

Give the wheel a spin, spell 10 words to win. 100 letter tiles and complete instructions included

Our No	Unit	No	List	Sell
614-7771	Ea	352	8.98	LUX

6 in a carton, 15 lbs

SMETHPORT DOODLE BALL HOUSE



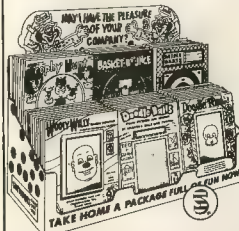
- For Ages 5 thru Adult -

A house full of mosaic fun as magnet drops balls into place on white plastic grid to create pictures. Over 300 balls with 1500 position grid and 20 pictures to copy before creating your own.

Our No	Unit	No	List	Sell
654-2732	Ea	353	7.98	TZX

Six in a ctn., 9 lbs.

SMETHPORT GAME ASSORTMENT



12 each of 6 games: Trophy Hunt, Basket Bounce, Mini Darts, Woody Willy, Doodle Balls, and Doodle Poodle

Our No	Unit	No	Each	Asst
353-9095	Asst	400CM	89	DBLT

72 in an assortment, 12 lbs.

ACTION & BOARD GAMES

STEVEN STANDARD CHINESE CHECKER



Sturdy metal lithographed playing board, 40 marbles all packed in a 4-color carrying case. On back of case is printed a regular checker board.

Our No	Unit	No.	List	Se.
619-7966	Ea	801	3.79	BTX

12 in a ctn., 1 1/4 pounds.

STEVENS DELUXE CHINESE AND REGULAR CHECKERS



- Size: 13 1/4" x 14 1/4" x 1" -

Double sided, all-metal playing board. Plastic drawers for storage for 60 quality glass marbles and 24 plastic interlocking checkers. Instructions included

Our No	Unit	No	List	Sell
642-2406	Ea	802	7.49	TUZ

12 in a carton, 2 1/4 lbs.

SUPERIOR TRAVEL BINGO



- One Travel Bingo Card in a Poly Bag -

Counter display contains an assortment of Find-A-Car, License Number, Traffic Safety and Highway Auto Bingo. 72 poly bags in each counter display.

Our No	Unit	No	Each	Asst
324-4563	Asst	7004	1.09	TATL

72 in an assortment, 7 lbs.

SUPERIOR REGAL BINGO



Up to 12 people can play at one time. Attractively boxed with 12 bingo cards, spinner, masterboard and box with markers.

Our No	Unit	No	List	Sell
646-8185	Ea	7102	2.79	AVL

12 in a ctn., 14 lbs.

TOMY DRIVE YOURSELF CRAZY



- Ages 8 and Up -

Simulated car you can carry wherever you go. Realistic dashboard has finger-sized steering wheel that really guides the car down the moving highway. Obstructions and skill-challenging situations test the driver's coordination and speed reactions all the way to the end. 8" x 5 1/2" x 2" Operates on one C battery.

Our No	Unit	No	List	Sell
637-3112	Ea	7011	6.49	DZX

12 in a carton, 9 lbs.

TOMY BLIP DIGITAL GAME



- Ages 6 and Up -

Player against player, or player against machine. Just automatically activate power source by winding Blip's timing mechanism. Push the serve button and try to return by pressing one of the numbered Blip buttons. Send the light-emitting diode ball back to where it came from. Automatic digital scorecard. Requires 2 AA batteries, not included.

Our No	Unit	No	List	Sell
652-3849	Ea	7018	19.98	AXZX

12 in a carton, 10 lbs.



JAMES SLINKY



The spring that walks by itself down the stairs and slopes. $2\frac{1}{2}$ x 3 x 3".
 Our No Unit No List Sell
 646-3103 Ea 100 1.69 AXA
 One in a ctn. $\frac{1}{4}$ lbs.

JAMES PLASTIC SLINKY



— For Ages 6 Years and Up —
 Famous with children all over the world. Made of plastic, comes in three colors. Stretches and walks down stairs.
 Our No Unit No List Sell
 655-8209 Ea 110 1.69 AXA
 48, assorted colors, in a ctn., 16 lbs.

SLINKY WORM



The action of a wiggly worm. When pulled along by children the worm slides and wiggles and stretches. Made of long life high-impact material. Simple for children to use.

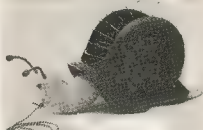
Our No Unit No List Sell
 622-9405 Ea 250 2.59 AST
 24 in a carton, 6 lbs.

SLINKY FROG



Has rocking-hopping motion just like a real frog. With cute face and body, the frog stretches and hops when pulled along. Made of long life high-impact material. Simple for children to use.

Our No Unit No List Sell
 622-9421 Ea 440 2.59 AST
 24 in a carton, 6 lbs.

NOVELTY TOYS
JAMES SLINKY SNAIL

Pull it along, and it moves like a snail. Has a round Slinky body.
 Our No Unit No List Sell
 655-5197 Ea 350 2.98 BUX
 12 in a carton, 8 pounds.

JAMES SLINKY TRAIN



Pull train that wiggles and stretches.
 Our No Unit No List Sell
 617-8313 Ea 200 4.99 ZXZ
 12 in a carton, 11 pounds

JAMES SLINKY DOG



Action pull toy. Stretches and walks with a funny wiggle.
 Our No Unit No List Sell
 617-8446 Ea 225 4.99 ZXZ
 12 in a carton, 15 p

JAMES SLINKY CATERPILLER



Life-like pull toy that stretches out. Body and head always in wiggly action.
 Our No Unit No List Sell
 617-8602 Ea 310 4.99 ZXZ
 12 in a carton, 14 pounds

SLINKY JI-GAN-TIKS



— Ages 24 Months to 6 Years —

Pieces made larger for small hands to easily grasp. Ideal as a first building block set that will teach coordination. The big interlocking holes and pegs allow towers to stretch out sideways and expand playing dimensions. Virtually unbreakable pieces are packed in sturdy, reusable canisters. Approximately 43 pieces

Our No Unit No List Sell
 637-4318 Ea 2362 5.09 ZDA
 12 in a carton, 11 $\frac{1}{2}$ lbs

SLINKY TOWER-IFICS



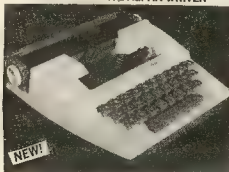
— Ages: 18 Months to 6 Years —

Swivel joints give towers made with Tower-Ifics a stretching property. Virtually unbreakable and all sets are packed in sturdy, reusable canisters. Approximately 50 Pieces.

Our No Unit No List Sell
 622-9918 Ea 2301 5.49 ZLX
 12 in a carton, 11 $\frac{1}{2}$ lbs.

TYPEWRITERS, BINOCULARS & GLOBES

WESTERN PETITE ALPHA WRITER



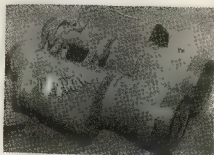
- 10" x 10" x 3" -

All new beginner's key-operated typewriter. Types 27 characters, has special alphabet sequence keyboard. Types complete alphabet in CAPITAL letters only.

Our No	Unit No	List	Sell
621-7046	Ea 8030/9030	29.19	ANTA

6 in a carton, 3 1/4 lbs.

VANITY FAIR SPIDER-MAN BINOCULAR



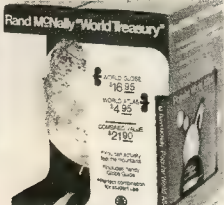
- 7 1/2 x 6 1/2 x 3" -

Original Spider-Man motif. 6 x 50 mm, blue and orange color, adjustable for size and focus. Includes shoulder strap, protective caps for lenses.

Our No	Unit No	List	Sell
637-6834	Ea 8800	8.29	TXZ

12 in a carton, 14 lbs.

RAND McNALLY WORLD TREASURY GLOBE & ATLAS COMBINATION



- 12" World Portrait Globe -

Natural earth colors and raised terrain for natural look and feel. Brass base with die-cast semi-meridian. Atlas (248 pages) filled with facts, tables and maps. A very useful reference combination.

Our No	Unit No	List	Sell
659-6084	Ea 86000-3	21.59	ADXU

4 in a ctn., 10 lbs.

RAND McNALLY WORLD GLOBE

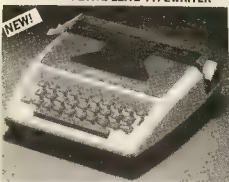


In 3-D relief, 12" political globe, globe handbook included

Our No	Unit No	List	Sell
614-4380	Ea 86087-9	18.95	ABLD

4 in a ctn., wt. 4 1/2 lbs.

WESTERN PETITE ELITE TYPEWRITER



- 10" x 11" x 4" high -

Types 54 different characters; all capital letter, numerals, fractions and punctuation marks. Made of high-impact plastic and steel. Standard 3 row keyboard, carriage return lever, carriage release, automatic ribbon reverse and figure shift key.

Our No	Unit No	List	Sell
622-6609	Ea 9020	36.39	BDBV

6 in a carton, 24 lbs.

OHIO ART BLUE PLANET WORLD GLOBE



Full color lithoed metal world reference globe. Marked meridian guide. Time dial. Planets on base. 9" wide, 11 1/2" high.

Our No	Unit No	List	Sell
646-7971	Ea 984	7.89	TBL

6 in a ctn., 16 1/2 lbs.

WESTERN PETITE SUPER TOUCH 80



- Types 80 Different Characters -

Types small and capital letters, figures, fractions, and punctuation marks. Has standard 3-row keyboard, capital shift key, back space key, figure shift key, carriage release, paper release, safety ratchet and end-of-line bolt. Carriage return and line roll up lever. Automatic ribbon reverse. Feather-light touch on all keys. Made from hi-impact plastic and steel mechanism. Newly designed case and new color combination. 11 1/2" x 10 1/2" x 4" high.

Our No	Unit No	List	Sell
617-3439	Ea 8010/9010	44.79	BNVX

6 in a ctn., 24 lbs.



WEBSTER/RAND McNALLY WORD & WORLD TREASURY

Complete reference center for home, office, school includes. Merriam Webster New Collegiate Dictionary, Rand McNally 12" challenger globe, globe handbook

Our No	Unit No	List	Sell
614-4504	Ea 86035-6	34.90	BZBS

4 in a ctn., wt. 7 lbs.

HASBRO FAMILY FUN CHESS



Laminated chess board (13" sq.), 32 plastic chessmen, instructions.

Our No	Unit	No	List	Sell
613-1627	Ea	2001	2.69	AVU

12 in a carton, 23 lbs.

HASBRO HUNGRY HUNGRY HIPPOS



- Ages 4 to Adult -

Critters with a knack for munching marbles. Kids manipulate the levers so their Hippo can reach out and snatch the most marbles. For 2 to 4 players. Includes: 20 balls, gameboard with 4 animals.

Our No	Unit	No	List	Sell
641-4171	Ea	2255	17.49	AXLS

6 in a carton, 18 lbs

HASBRO CAGE BINGO



- 15" x 10 1/2" x 10 1/2" -

Plastic bingo cage with handle, metal stand, 60, 96 plastic markers and box, 75 numbered marbles, 24 cards, tally book, instructions.

Our No	Unit	No	List	Sell
619-3825	Ea	2035	9.39	LBI

6 in a carton, 15 lbs

HASBRO TOYS

HASBRO BACKGAMMON



- Size: 15 x 16 1/2 x 1 1/2" -

Our No	Unit	No	List	Sell
634-8577	Ea	2038	4.98	ZXB

12 in a carton, 24 lbs.

HASBRO QUICK JUMP IT'S A SKUNK



- Ages: 4 to adult -

Comical, animated, action game Includes Game Base, Marbles, Labels, and Instructions. Requires only one "D" Size battery (not included). Size 13 x 13 x 4 1/4".

Our No	Unit	No	List	Sell
634-8734	Ea	2240	16.98	AXZX

6 in a carton, 18 lbs

HASBRO SUPERHEROES
PAINT-BY-NUMBER ASSORTMENT

- Ages 4 and Up -

Earth's most powerful Super Heroes battle the forces of evil. Includes 6 Spider-Man, 6 Superman, 4 Batman, 8 Hulk sets. Each set includes 6 vials of acrylic paint, paintbrush, and 2 pre-sketched numbered pictures.

Our No	Unit	No	Set	Asst
341-2996	Asst	3038	1.98	ZANB

24 in an assortment, 10 1/2 lbs

HASBRO PILE ON



NEW!

TV

- Ages: 4 to Adult -

Comical, animated, action game is packed with emotion! Includes: Game base, 20 blocks (assorted shapes and colors), and instructions. Requires only one "D" Size battery (not included). Size: 10 x 5 x 1 1/2" For 2 to 4 players

Our No	Unit	No	List	Sell
634-8825	Ea	2244	16.98	AXZX

6 in a carton, 15 lbs

HASBRO COLOR-VUE LOONY TUNES
PENCIL BY NUMBERS ASSORTMENT

- Ages 4 and Up -

Contains six 4 1/4" clear plastic pencils that never need sharpening. 6 presketched numbered pictures. Assortment includes 4 each Bugs Bunny, Road Runner and Porky Pig

Our No	Unit	No	Each	Asst
341-3242	Asst	3596	3.49	BSNL

12 in an assortment, 12 lbs

HASBRO SUPER HERO PENCIL SETS ASST.



NEW!

Six action scenes of the most powerful super heroes. Includes six 3 1/2" pencils, 6 Hulk, 6 each: Superman, Spider-Man, and 4 Wonder Woman. Size 1 x 9 1/4 x 10 1/4"

Our No	Unit	No	Each	Asst
334-8513	Asst	3144	1.98	ZANB

24 in assortment, 10 lbs

HASBRO FRESH 'N FANCY PERFUME KIT



NEW!

TV

- Ages: 6 and up -

Mix Strawberry, Lily, and Lilac fragrances or blend them together and make your own unique scent and you can color the fragrances too. Includes bottles, mixing, and measuring tools. Size: 13 1/4 x 10 1/4 x 2 1/4".

Our No	Unit	No	List	Sell
634-8452	Ea	5015	14.75	NVD

6 in a carton, 6 lbs

HASBRO SNO-ONE MACHINE



TV

Shaves ice cubes into snow. Made of sturdy plastic with rustproof grinder. Complete with supply of "Eclipse" syrup-plastic dispensers cups and shovel. Full color lithograph box. 17 1/4 x 11 x 5 1/4".

Our No.	Unit	No.	List	Sell
621-2484	Ea	5250	11.59	5X2

3 in a carton, 10 pounds.

HASBRO SKEDOODLE



TV

- Ages 4 and Up -

Draw and design doodles of doodles with Skedoodle. Move the control stick and draw lines, curves, circles. Even write your name. Comes with 12 design discs.

Our No	Unit	No	List	Sell
641-3272	Ea	5500	15.29	AUBU

12 in a carton, 16 lbs.

HASBRO TOYS
HASBRO LITE-BRITE

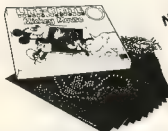
TV

400 Colored pegs and 2 plastic molded pegged plates 2 Sheets of black construction paper, frame with light-bulb socket and electrical cord (Bulb not included)

Our No	Unit	No	List	Sell
659-6993	Ea	5455	17.98	ABUX

Three in a carton, 15 pounds.

HASBRO MICKEY MOUSE LITE-BRITE ACCESSORY PACK



NEW!

Mickey and his Walt Disney pals light up and glow in 8 brilliant colors. Pack contains 24 pictures of Mickey Mouse, Snow White, Bambi and more. 240 plastic pegs (red, orange, yellow, blue, green, violet, pink, and crystal) Size: 1 x 12 1/4 x 9 1/2"

Our No	Unit	No	List	Sell
634-8569	Ea	5470	6.39	DBL

12 in a carton, 10 lbs

HASBRO LITE-BRITE PEG REFILLS



NEW!

A rainbow of colors. 240 plastic pegs in red, orange, yellow, blue, green, violet, pink and crystal. Size: 2 1/4 x 2 1/4 x 4 1/4"

Our No	Unit	No	List	Sell
634-8544	Ea	5465	3.98	BLS

24 in a carton, 18 lbs



HASBRO TUFF TRUCKS

- Ages: 4 and up -

Powerful, battery-operated motor and big, soft, earth-grabbing tires. "Power Control Shift" lets you power forward, reverse, turn left or right. Lifts, scoops, or unload rocks and gravel. Requires 2 "D-Size" batteries (not included)



NEW!

TV

- Tuff Truk Dump -

Our No	Unit	No	List	Sell
634-8312	Ea	6710	20.98	ADUX

6 in a carton, 18 lbs.



NEW!

TV

- Tuff Truk Crane -

Our No	Unit	No	List	Sell
634-8379	Ea	6712	23.25	ATXU

6 in a carton, 19 1/2 lbs.



NEW!

TV

- Tuff Truk Scoop -

Our No	Unit	No	List	Sell
634-8403	Ea	6714	23.25	ATXU

6 in a carton, 18 lbs.

HASBRO GUM BALL BANK ASSORTMENT

Ages: 4 to 10 years

The bank with a surprise inside. Fully assembled. Clear plastic face. Includes 16 sugarless gum balls. Comes with instructions. 3 styles: Scooby Doo, Popeye, Fred Flintstone.

Our No	Unit	No	List	Sell
683-3370	Ea	5198	4.98	ZXB

24 in a carton 32 lbs

**TIGER ELECTRONIC
SELECT-O-TUNE JUNIOR JUKEBOX**


Mini-music computer center plays tunes with just the push of the button. There are no records or tapes to wear out. Kids can select the tunes they like best. Durable polystyrene construction. Easy carry handle.

Our No	Unit	No	List	Sell
685-2362	Ea	7-510	20.98	ADUX

12 in a carton, 36 lbs

**CHILD GUIDANCE
SHOW 'N TELL PHONO VIEWER**


Works like a combination record player and TV set. The screen shows slides in color, while the sound is provided by the phonograph included with the set. Comes complete with one record and film.

Our No	Unit	No	List	Sell
610-5498	Ea	51995	88.98	TNZT

One in a carton, 10 lbs

**CHILD GUIDANCE SESAME STREET
RECORD ASSORTMENT**


Contains 4 each of 6 Sesame Street records and filmstrips

Our No	Unit	No	Each	Asst
310-5509	Asst	1997	2.98	DVUX

24 in an assortment, 5 lbs

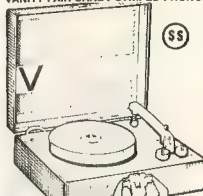
MUSICAL TOYS
OHIO "DISCO DANCE MACHINE" JUKE BOX
NEW!

EMENEE
- Ages 6 & Older -

Black sturdy hi-impact polystyrene with silver hotstamp. Decorated with colorful and attractive disco graphics and four flashing disco lights. Quality two-speed phonograph. 7" plastic turntable and 4" Dyna-Flex acoustical speaker. Solid state amplifier with separate tone and on-off volume controls. Electrically operated with a six foot power cord with plug-in transformer. Size: 24" x 15 1/4" x 37 1/4"

Our No	Unit	No	List	Sell
624-7043	Ea	1231	99.98	LXSU

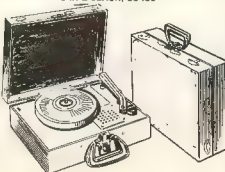
1 in a carton, 22 lbs.

VANITY FAIR CANDY STRIPED PHONO


Plays all 45 and 33-1/3 RPM records, solid state, sapphire needle, top mounted speaker, volume control, built-in 45 RPM adapter, child safety plug U/L Approved.

Our No	Unit	No	List	Sell
655-4737	Ea	99	32.98	BXUX

6 in a carton, 36 lbs


**TIGER ELECTRONICS
"STICK-EM UP" PHONO**
NEW!

-U.L. Listed-

Colorful self-adhesive stick-ems let youngsters decorate the phono themselves. Case is durable polypropylene plastic. 2-speed turntable plays 33 1/3 and 45 rpm records, pop-up adapter, 3" speaker, synthetic sapphire stylus, flanged safety power plug

Our No	Unit	No	List	Sell
620-6080	Ea	7-420	37.49	BTUX

One in a ctn., wt. 4 1/2 lbs

EMERSON "SWINGMATE" PHONOGRAPH


-Automatic Monaural, Portable-
Deluxe full-size automatic changer, plays all 33 and 45 rpm (adapter inc.) records, powerful solid state amplifier, dynamic full range speaker, hi-impact polystyrene case, handle, light grey color, size 13 1/3x14x7"

Our No	Unit	No	List	Sell
615-5162	Ea	A25	79.98	TXXD

One in a ctn., wt. 11 lbs

VANITY FAIR PRE-SCHOOL PHONOGRAPH

Durable Super Arm with permanent sapphire Super Needle. Powerful top mounted speaker, solid state circuitry, manual play, on/off switch volume control, easy to operate speed selector, professional turntable with built-in 45 RPM adapter. Plays all 45 and 33-1/3 records, mono or stereo

Our No	Unit	No	List	Sell
654-4506	Ea	100	33.98	BXLS

6 in a carton, 36 lbs

BRADLEY CROXLEY PUZZLES



Ages 10 To Adult, 500 Pieces
Assortment of 12 subjects reproduced in color. Each puzzle when completed measures 20" x 14 1/4".

Our No Unit No List Sell
647-0132 Ea 4611 1.49 AUX
36 Puzzles (assorted) in a ctn., 26 lbs.

BRADLEY EASY MONEY



Ages 7 to Adult - 2 to 6 Players -

A game of real estate and high finance, players build a real estate empire. Contains: plastic money tray, six plastic playing pieces, six sets of plastic houses (96 pieces), give and take cards, about \$20.00 in toy money and two plastic dice. An 18 1/2" square board.

Our No Unit No List Sell
617-9683 Ea 4620 5.98 DUX
12 in a carton, 29 pounds.

BRADLEY TWISTER



Ages 8 To Adult, 2 To 4 Players

Large washable vinyl game mat, giant spinner with plastic arrow. Each spin requires players to move a hand or foot. As game progresses, it becomes hard to keep one's balance. First one to topple is the longer.

Our No Unit No List Sell
647-0058 Ea 4645 10.65 SAU

Six in a ctn., 17 lbs.

BRADLEY ACTION & BOARD GAMES

BRADLEY CANDY LAND



Ages 4 to 8 2 to 4 Players

Beginner's game that requires only a knowledge of basic colors to play. It has a large colorful double folding board, plus 6 boy and girl plastic playing pieces. 64 color and object cards that tell players where to move

Our No Unit No List Sell
621-5214 Ea 4700 5.98 DUX

12 in a carton, 2 1/2 lbs.

BRADLEY BATTLESHIP



Ages 8 to Adult 2 Players

Players command their own fleet of ships that range from the mighty aircraft carrier to the submarine. The object is to sink all of the opponent's ships. Pegs mark hits and misses.

Our No Unit No List Sell
615-1666 Ea 4730 11.89 SNZ

6 in a carton, 14 lbs.

BRADLEY RING TOSS



Ages: 4 to Adult For 2 to 4 Players

Great for indoor or outdoor play. Contains two non-tip wood bases, and four rings made of tightly woven rope with enameled wood couplings

Our No Unit No List Sell
641-7638 Ea 4473 5.85 ZNU

12 in a carton, 27 lbs

BRADLEY CHUTES & LADDERS



Ages 4 to 12 Years -

Teaches the rewards of good deeds. Contains: 4 colorful playing pieces representing four youngsters, a huge deluxe spinner, and a sturdy 18 1/2" x 18 1/2" playing board.

Our No Unit No List Sell
621-5297 Ea 4555 4.49 ZUX

12 in a carton, 22 lbs.

BRADLEY OPERATION



Ages: 6 to 14 For 1 or More Player

The operations require the player to remove the plastic ailment with a pair of electric tweezers. One slip and the buzzer sounds and the patient's red nose lights up.

Our No Unit No List Sell
634-4451 Ea 4545 11.89 SNZ

Six in a ctn, 15 lbs.

BRADLEY FARM ANIMAL PUZZLES



Ages: 4 to 8

Scenes of familiar farm animals. Four puzzles made of large, interlocking pieces, and measuring 17" x 11" when completed.

Our No Unit No List Sell
634-3305 Ea 4493 1.25 VZ

36 in a carton, 18 lbs.

BRADLEY JUMBO OLD MAID



Old Maid
GAME
— Ages 5 to 10-2 to 6 Players —
Players use giant size 3 1/2" x 5 1/2" cards with full color illustrations of the Old Maid, Professor Peter, Dangerous Dan and other delightfully funny characters. Each player, in turn, selects a card from an opponent's hand and tries to eliminate all of his cards by pairing characters.

Our No.	Unit	No.	List	Sell
680-3340	Ea	4875	2.19	ADL

Twelve in a carton, 8 pounds.

BRADLEY KNOCK OUT



Knock Out
TV
Ages: 7 to Adult For 2 Players
Players push in colorful pegs, trying to outflank the opponent on the other side. Any plugs captured in this way are removed and replaced with one's own plugs. End up with the most yellow rings on your side and your the winner. Contains Plastic grid with base, 40 plastic stoppers.

Our No.	Unit	No.	List	Sell
641-7570	Ea	4900	9.89	LXU

6 in a carton, 13 lbs.

BRADLEY THE INCREDIBLE HULK



Hulk
Ages: 7 to 12 For 2 to 4 Players
Every time a player moves, the Hulk moves too. Should the Hulk ever land on the space you're on, you'll have to give up one of your Dr. Banner cards. Move by the numbers on the spinner or draw a Hulk card. Contains Game board, spinner, 5 playing pieces with stands, 24 Hulk cards, 24 Dr. Banner cards.

Our No.	Unit	No.	List	Sell
641-6820	ea	4901	5.98	DUX

12 in a carton, 22 lbs.

BRADLEY ACTION & BOARD GAMES

BRADLEY DEAD STOP!



Dead Stop!
Ages: 8 to Adult For 2 Players
Guess the color of the rings hidden under each of the other player's six playing pieces. Move your pawns up to the highest possible point level, before your opponent guesses the color of one of your rings and brings the pawn hiding it to a dead stop. Contains: 2 playing boards, card tray with posts, 12 pawns, 48 cards, assorted color rings.

Our No.	Unit	No.	List	Sell
641-6879	Ea	4905	12.39	VBS

6 in a carton, 25 lbs.

BRADLEY WHAT'S UP DOC



What's Up Doc?
Ages: 7 to 14 For 2 to 4 Players
Through clues along the path, players try to guess each other's mystery illness, and if successful, may send an opponent back to start. Of course everybody is out to get the poor player closest to Dr. Feelgood's office. Contains: Game board, 4 pawns, 12 illness cards, 4 mark on/wipe off score cards, 4 crayons, die.

Our No.	Unit	No.	List	Sell
653-9670	Ea	4908	5.98	DUX

12 in a carton, 24 lbs.

BRADLEY SUPER-HEROES CARD GAME



Super-Heroes
Ages: 6 to 12 For 2 to 6 Players
Drawing cards from their opponents, players match identical pairs which may then be discarded. First player to match all of his or her cards wins. Loser is the one who gets stuck with the single Doctor Doom card at the end of the game. Contains: 19 pairs J. Super-Heroes cards, 1 Doctor Doom card, 1 instruction card.

Our No.	Unit	No.	List	Sell
641-7349	Ea	4911	2.49	ALS

24 in a carton 15 lbs.

BRADLEY STRATEGO



Stratego
TV
— An adult game of skill and strategy —
For two players. Colorful, wooden playing pieces of military design that are maneuvered across the playing board, and are hidden from the opponent until they are attacked, when the higher piece removes the lesser rank. Object is to capture your opponent's flag.

Our No.	Unit	No.	List	Sell
621-5552	Ea	4916	11.25	STU

Six in a ctn. 15 lbs.

BRADLEY MORK AND MINDY



Mork and Mindy
Ages: 8 to Adult For 3 to 6 Players
Be the first player to discard all of the cards in your hand. Just don't get caught by surprise when someone lays down a Mork card and everybody tries to grab one of the eggs off the table. As there is always one egg less than there are players, one player ends up empty-handed and has to draw two cards. Contains 4 eggs, 64 cards.

Our No.	Unit	No.	List	Sell
641-7356	Ea	4919	4.98	ZXB

12 in a carton 12 lbs.

BRADLEY'S GAME OF THE STATES



Game of the States
For youngsters 7 to 14 yrs. of age. Teaches location of each state, the capital city, its important industries and products, which players buy and sell. For 2 to 4 players.

Contains: 4 miniature plastic trucks, 16 wood counters, 48 state cards, play money, spinner dial, all in cellophane-wrapped tray. 18 1/2" x 18 1/2" playing board. Four-colored cover 18" x 9 1/2".

Our No.	Unit	No.	List	Sell
621-5172	Ea	4920	5.98	DUX

Twelve in a carton, 25 lbs.

YONEZAWA 24 PC. AFRICAN ANIMALS
SELF-ASSEMBLY KITS ASSORTMENT

Each kit consists of a sheet of die-cut laminated wood 3 millimeters thick. Push out pre-cut pieces and smooth any rough edges with enclosed sandpaper, kit slotted pieces together. Contains 4 each of Reindeer, Big Horn, Horse, Deer, Sheep, and Walrus.

Our No	Unit	No	Each	Asst
394-8619	Asst	1040	2.98	OVUX

24 in an assortment, 11 lbs

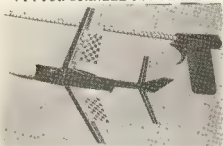
YONEZAWA 24 PC. NORTH AMERICAN
SELF-ASSEMBLY KITS ASSORTMENT

Each kit consists of a sheet of die-cut laminated wood 3 millimeters thick. Push out pre-cut pieces and smooth any rough edges with enclosed sandpaper, fit slotted pieces together. Contents 4 pcs. - Elephant, Giraffe, and Lion; 3 pcs. - Rhino, Hippo, Buffalo, and Oryx.

Our No	Unit	No	Each	Asst
394-9054	Asst	1030	2.98	DSNV

24 in an assortment, 11 lbs

VICTOR STANZEL JET PLANE



Trigger Release, Spring Powered Launch
Has soft, resilient hose cone to prevent injury or damage. Finished in attractive colors, fabricated of high-impact plastic, with laminated wings & tail surfaces. Gun is of high-impact plastic, hardwood & steel; sends plane spiraling high into sky.

Our No	Unit	No	List	Sell
628-3816	Ea	850/900	4.89	ZBD

12 in a ctn., 8 lbs.

HOBBY KITS/POWER PLANES

YONEZAWA MEDIUM FOSSIL SERIES ASST.

3002



Highly detailed die-cut, laminated wood. Push out pre-cut pieces and smooth any rough edges with enclosed sandpaper, then fit slotted pieces together. Contains: 6 Tyrannosaurus, 2 Triceratops, 4 Mammoth.

Our No	Unit	No	Each	Asst
394-8593	Asst	3010	7.79	LBAN

12 in an assortment, 6 lbs

YONEZAWA LARGE FOSSIL SERIES ASST.

STEGOSAURUS
4002

16" x 9" x 3"



Highly detailed, die-cut laminated wood. Push out pre-cut pieces and smooth any rough edges with enclosed sandpaper, then fit slotted pieces together. Contains: 6 Brontosaurus, 4 Stegosaurus, and 2 Plesiosaurus.

Our No	Unit	No	Each	Asst
394-8601	Asst	4010	11.09	VXVD

12 in an assortment, 6 lbs

VICTOR STANZEL ELECTRONIC
FLASH FLYING MODEL

Electrically powered, push button controlled, 11 1/2" plastic fuselage, 14" laminate wing. Operates on two regular flashlight batteries.

Our No	Unit	No	List	Sell
619-3049	Ea	440/500	6.59	DXU

12 in a ctn., 11 pounds

VICTOR STANZEL
ELECTRONIC "COPPER"

With two plastic astronaut figures and pickup hook

Powered by batteries, push button control. Takes off and lands vertically. Flies forward and backward, does precision stunt maneuvers. Constructed of high impact plastic. Electric motor drives rotor with two flashlight batteries (less batteries).

Our No	Unit	No	List	Sell
619-1555	Ea	480	6.59	DXU

12 in a ctn., 10 lbs.

STANZEL ELECTRONIC FLASH 500
FLYING STUNT PLANE

- Battery Powered - Push Button Controlled - Streamlined extra high impact plastic fuselage, hi-lift Balsa laminate wing and elevators, high-thrust replaceable plastic propeller, impact release landing gear

Our No	Unit	No	List	Sell
622-6591	Ea	300	8.49	TLV

6 in a carton, 6 lbs

VICTOR STANZEL LIL RASCAL
BI-PLANE

Features push button Stuntmaster control handle with Secondary control knob. High-impact plastic. Operates on only 2 "D" type flashlight batteries. Measures 14" x 14" x 4 1/2" high.

Our No	Unit	No	List	Sell
617-9915	Ea	100	8.79	TVN

12 in a carton, 10 pounds

MPC SUPER SNAP KITS

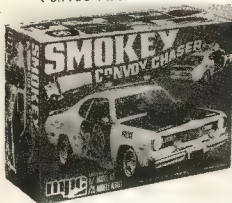


- Large Scale -

A wild set of good guy snaps for the beginning modeler. Exciting themes. Easy to assemble, no glue or paint needed. Includes Blazer Rescue Van, Mercury Police Patrol Car, Ford Fire Chief and Willys Paddy Wagon Panel.

Our No	Unit	No	Each	Asst
342-3936	Asst	1-3391	3.98	ZBUD

12 in an assortment, 8 lbs.

MPC "SMOKEY"
CONVOY CHASER MODEL

Big high performance engine, hood scoop, side pipes, wild markings, flasher lights, racing tires, radar scope, radio and antenna for tuning into any CB channel. Comes with a whole listing of the CB language and definitions on and in the package.

Our No	Unit	No	List	Sell
682-4973	Ea	1-0776	4.25	BVZ

12 in a carton, 8 lbs.

MPC WHITE LIGHTNING

WHITE
LIGHTNING

Reproduction of Firebird featuring detailed engine, masks, vinyl tires, vintage Firebird markings.

Our No	Unit	No	List	Sell
629-6487	Ea	1-0781	4.25	BVZ

12 in a ctn., 8 lbs.

MPC MODEL KITS

MPC TRANS-AM BLACKBIRD MODEL



Special edition muscle car with cut out roof panels and complete gold trim. 1/25 scale, molded in color with gold finished parts and decals.

Our No	Unit	No	List	Sell
629-6289	Ea	1-0777	4.25	BVZ

12 in a ctn., 8 lbs.

MPC 1/25 SCALE MODEL CORVETTES



- Ages 10 to Adult -

Assortment includes 4 models: Streaker Vette - '67 Vette Street Machine, Street Fever - Flip-Nose Custom Vette, Anniversary Corvette - Limited Edition, Vette Van - Custom-Bodied Corvette

Our No	Unit	No	Each	Asst
342-3712	Asst	1-3791	4.25	ZXNL

12 in an assortment, 9 lbs.

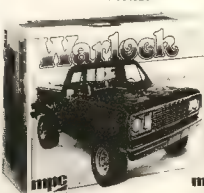
MPC 25TH ANNIVERSARY CORVETTE



Fully detailed interior. Removable roof panels. Opening hood 350 cu.in. V-8 engine. Giant black vinyl tires. Detailed suspension. Mag wheels. Side pipes. Turning front wheels.

Our No	Unit	No	List	Sell
646-7211	Ea	1-3708	4.25	BVZ

One in a carton, 2/3 lbs.

MPC WARLOCK SPECIAL EDITION
DODGE PICKUP

Bold black pickup accented with gold decals, 4 wheel drive, big cleated tires, special wheels, wooden railings and detailed engine.

Our No	Unit	No	List	Sell
629-6461	Ea	1-0417	4.98	ZXB

12 in a ctn., 9 lbs.

MPC 1/25 SCALE STREET MACHINES ASST.

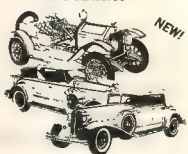


Contains 3 each of Turbo Cobra, Killer 'Cuda, Hot Sreak and Omni 024.

Our No	Unit	No	Each	Asst
324-3599	Asst	10792	4.25	ZXNL

12 in an asst., wt. 9 lbs.

MPC CLASSICS



Contains 4 each of 1914 Stutz Bearcat Raceabout, Lincoln Roadster and 1932 Imperial Convertible Sedan by Chrysler.

Our No	Unit	No	Each	Asst
324-3680	Asst	13190	4.98	ZNVD

12 in an asst., wt. 9 lbs.

MONOGRAM 4x4 PICK-UP ASST.

NEW!



1/24 scale, molded in color, clear and plated parts and decals, hoods open. Asst. contains Sheriff's Blazer, Ford 150 Ranger, Dodge Ramcharger and Chevy Stepside.

Our No	Unit	No	Each	Asst
314-9408	Asst	9247	4.49	ZLUX

12 in an asst., wt. 10 lbs.

MONOGRAM SNAP-TITE TRUCK ASST.

NEW!



1/32 scale models of 10 wheel over-the-road tractors molded in color with plated parts and clear windshields, no gluing, decals included Asst contains GMC General, Chevy Blison, Freightliner Conventional and Freightliner Cabover

Our No	Unit	No	Each	Asst
314-9275	Asst	9109	4.98	ZNYD

12 in an asst., wt. 11 lbs

MONOGRAM SNAP-TITE TRAILER ASST.



NEW!

Snap-together, no gluing, realistically detailed, 1/32 scale Asst contains Fruheauf Refrigerated Van and Fruheauf 40' Van.

Our No	Unit	No	Each	Asst
314-9382	Asst	9119	5.49	DXUD

12 in an asst., wt. 18 lbs.

HOBBY KITS

MPC AIR COMBAT AIRPLANES ASST.



- 1/72 Scale -

Assortment contains MIG 15, F80 Shooting Star, Me262a, MIG 21, AT-6 Texan, Devastator, Buffa o, Fw 189 Flying Eye, A4D-1 Skyhawk, F-5A Freedom Fighter, F-104 Starfighter, and F-86D Sabre

Our No	Unit	No	Each	Asst
311-2331	Asst	2-2190	1.10	BLDA

36 in an assortment: 8 lbs

MPC STAR WARS SNAP-TOGETHER KITS



- 1/32 Scale -

All pieces snap together, no glue or paint needed Features rolling wheels, molded-in colors. Includes 12 each of Luke Skywalker and Darth Vader Vans

Our No	Unit	No	Each	Asst
342-3951	Asst	1-3295	2.49	DUXV

24 in an assortment, 12 lbs

MPC SNAP-TOGETHER KITS



- 1/32 Scale -

All pieces snap together, no glue or paint needed Features rolling wheels, molded-in colors. Includes Chevy Stepside Pickup, Dodge Van and Ford Panel Van.

Our No	Unit	No	Each	Asst
342-3753	Asst	1-3292	2.69	DZBU

24 in an asst., wt. 12 lbs.

MPC 1980 CAR ASSORTMENTS

Four each of 3 models #784 Monza Hot Streak, #788 Fuzz Duster, and #785 Indy Pacer

Our No	Unit	No	Each	Asst
395-5028	Asst	1-1741	3.98	ZBUX

Twelve in assortment 8 lbs

Four each of 3 models #741 Trans Am #787 Monte Carlo Class Action, #754 GMC E.L. Diablo

Our No	Unit	No	Each	Asst
395-5036	Asst	1-1742	3.98	ZBUX

Twelve in assortment 8 lbs

Four each of 3 models #3713 Spoiler Vette #789 Dodge Omni and #786 Camaro Super Z

Our No	Unit	No	Each	Asst
395-5044	Asst	1-1743	3.98	ZBUX

Twelve in assortment 8 lbs

TRUCKS & VANS

Three each of 4 models, #431 Dodge Wanted Van, #430 Ford 4WD Stunt Van, #433 Chevy 4x4 Pickup M.Je Skinner, #432 Pumpin' Iron Dodge Pickup

Our No	Unit	No	Each	Asst
395-5051	Asst	1-1744	4.49	ZLUX

Twelve in assortment 10 lbs

10TH ANNIVERSARY TRANS-AM FIREBIRD

Our No	Unit	No	List	Sell
695-5066	Ea	1-0741	3.98	BLS

One in a box 2 3 lb

MUSTANG OFFICIAL INDY PACE CAR

Our No	Unit	No	List	Sell
695-5074	Ea	1-0785	4.25	BVZ

One in a box 2 3 lb

"DUKES OF HAZZARD"—DODGE CHARGER

Our No	Unit	No	List	Sell
695-0521	Ea	1-0661	4.25	BVZ

One in a box 2 3 lb

MOPEDS

CLINTON MOPED



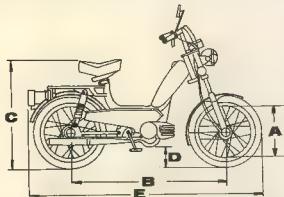
— Bright Red With White Trim —

Heavy-gauge tubular steel frame for strength and rigidity. Telescopic hydraulic front fork and adjustable rear fork absorber. 1.1 Gallon fuel tank. Spring seat. 1 1/4 x 17" Wheels. Quiet muffler on right side eliminates accidental leg burn. Speedometer with odometer, separated from headlamp. Dial face includes turn signal indicator. Internal expanding drum brake. Foot-operated rear coaster brake. Generator: magneto with extra battery. 22W electric power output. Seated-beam headlamp, large tail light and numerous reflectors. Front and rear turn signal assembly (left and right) rear view mirror, battery and tool bag.

Our No	Unit	No	Pk-Wt	List	1-5	6-Mo
624-5393	Ea	50A	1-125	649.95	TABZT	DNBLT

NOTE — Statement of origin (Bill of Sale) available on request in states where Moped must be registered and licensed.

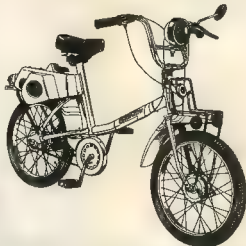
Note — This unit is equipped with a 6 volt wet battery. It is shipped on the Moped dry. It must be filled with electrolytic fluid (sulphuric acid) and charged as you would any other battery. Moped is equipped with generator—magneto with 22 watt output, which is more than sufficient to support bright lighting capacity and directional signal systems.



DIMENSIONS

A. Tire size, front & rear.	2 1/4" x 17"
B. Wheelbase	37"
C. Saddle height	26 1/2"
D. Ground clearance	5"
E. Overall length	56 1/2"

ROADMASTER MOTORIZED BICYCLE (MOPED)



1 Cylinder Engine, 2-Stroke Internal Combustion, 49CC Displacement
Automatic centrifugal clutch. Breakerless electronic ignition.
Automatic choke carburation. Direct with friction roller primary drive. 40 Parts gas with 1 part of oil, fuel mixture.

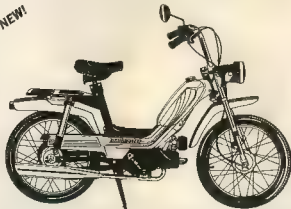
— Specifications —

Wheel base - 42"			Internal expanding drum brakes			
Seat sight- 32"			Standard shock mounted lamp			
Handlebar height - 38"			Standard Front Carrier			
Handlebar width - 30"			Crank - 5 1/2"			
2x16" tire(outside diam.20")			Fuel capacity 1.4 Quarts			
1.350x16" tubular rim			Gear ratio - 1.9 to 1			
Our No	Unit	No	Color	List	1-2	3 or Mo
611-6677	Ea	110	Orange	416.95	ZXZDU	ZATAU
611-6693	Ea	115	Burgundy	416.95	ZXZDU	ZATAU

One in a carton, Wt. 65 lbs.

AMF ROADMASTER CHAIN-DRIVEN MOPED

NEW



Chain drive and 49cc engine for a 30 mph top speed. Black Diamond finish with Pewter accents. Color-coordinated saddle. Deluxe rear luggage carrier. Deluxe kickstand. Electric horn 3.2 liter fuel tank. Front and rear shocks.

Our No	Unit	No	Pk-Wt	List	1-2	3 or Mo
615-5220	Ea	C140	1-100	658.95	TBLTU	DNSLS



COMMUTER



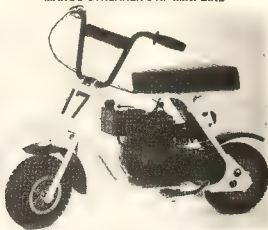
- Wheel base: 45", Overall Length: 70", Height: 38" -

Two cycle 48CC Sachs engine, single speed gear, automatic clutch dual drum brake/dual hand brake, 21" x 2.25" front and rear wheels yellow baked enamel. Standard equipment: speedometer, tail light, brake light, head light, horn, kill and light switch, and side reflectors.

Our No	Unit	No	Pk-Wt	List	Sell
611-6081	Ea	2260	1-120	759.95	TVZAV

MINI BIKES

MANCO STREAKER 3 HP MINI-BIKE



- Tecumseh 3 HP 4 Cycle Engine -

High voltage magneto ignition. Automatic steel shoe centrifugal clutch. 20 M.P.H. top speed. Equipped with scrub brake and 5" mag style wheels, rigid frame and foam padded seat. Yellow baked enamel finish.

Our No	Unit	No	Pk-Wt	List	Sell
695-4671	Ea	550	1-100	322.95	BDANT

MANCO 3-1/2 HP TRAILCAT MINI BIKE



Tecumseh 148cc 4 cycle engine. High voltage magneto ignition Exhaust system tuned with approved spark arrestor muffler. Recoil starting system. Automatic steel shoe centrifugal clutch transmission. Drive Ratios (overall): 6:1. Double loop frame. Front coil spring suspension. Twin shock rear seat suspension. Rear axle band brake. Maximum speed 24 mph. Fuel consumption: 80-50 mpg. Front and Rear Wheels: 6" Split rim aluminum. Front and Rear Tires: 4.10 x 3.50 6" Stud 38" wheelbase. 48 5" overall length. Fuel capacity engine mounted 5 gal. Painted handlebars. Chromed steel fenders. High density foam seat. Swing away kickstand with positive lock. Baked epoxy finish

Our No	Unit	No	Pk-Wt	List	Sell
647-9885	Ea	510-00	1-97	337.95	BTULU

MANCO SCREAMER 4 HP MINI-BIKE

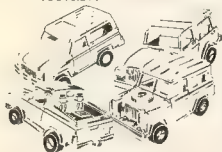


- Tecumseh 4 HP 4 Cycle Engine -

Auto Torque drive converter. Hand operated brake lever, internal expanding rear wheel brake. Spring suspended front fork. Shock absorber on rear and heavy duty suspension type frame. Large 10" chrome spoke wheels, heavy duty motorcycle type chain. Black poly fenders. Baked silver epoxy enamel finish. 30 M.P.H. top speed.

Our No	Unit	No	Pk-Wt	List	Sell
695-4689	Ea	560	1-125	523.95	ZNZBT

TOOTSIEJOY TOUGH 4x4's



- 5 1/2" Long - Blister Carded -

Die-cast metal truck assortment includes four popular four wheel drive vehicles—Land Rover, CJ-7 Jeep, Chevy Town & Country and Subaru Brat. Vehicles feature colorful labels and detailed interiors.

Our No	Unit	No	Each	Asst
354-6199	Asst	3140	2.09	ALSZ

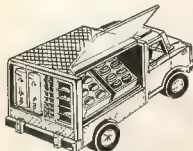
12 in an assortment, 3 lbs.

TOOTSIEJOY SPORTS VAN



Our No	Unit	No	List	Sell
656-0015	Ea	3160	2.59	ASZ

TOOTSIEJOY CATERING TRUCK



- 5 1/2" Long -

Die cast metal truck features highly detailed, bright silver finish food catering back, operational clear service door, storage shelves, two removable food trays containing hot dogs and hamburgers, bright silver finish grill, tinted windows, detail ed interiors and colorful labels.

Our No	Unit	No	List	Sell
654-6873	Ea	3210	3.89	BTN

12 in a carton, 6 lbs.

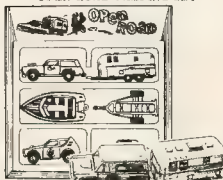
TOOTSIEJOY METAL TOYS

TOOTSIEJOY
KEEP ON TRUCKING SET

A set of long, over the road, hauling trucks. Consists of Semi Trailer truck with pulling cab, logger truck with cab and logger trailer, gravel hauler with cab and open hauler trailer.

Our No	Unit	No	List	Sell
654-3623	Ea	1724	4.75	ZAS

12 in a carton, 9 lbs.

TOOTSIEJOY
OPEN ROAD CAMPING SET

- Size 1 1/2 x 10 1/2 x 11 1/2 -

Set includes 1 each "Airstream" camping trailer, station wagon, outboard boat, boat trailer, Gremlin sports car, and one other sport car, all with superb detail.

Our No	Unit	No	List	Sell
645-0746	Ea	1731	4.75	ZAS

12 in a ctn., 12 lbs.

TOOTSIEJOY JET FLIGHT LINE



F-16 Jet Fighter is serviced for flight by fuel truck, utility truck, crew transport and support trailer.

Our No	Unit	No	List	Sell
694-4219	Ea	1736	4.75	ZAS

12 in a carton 12 lbs

TOOTSIEJOY HITCH-UP SET



8-Pc. Set - Size 1 1/2 x 10 1/2 x 11 1/2

Set includes multi-colored boat, with trailer, 3 die-cast metal cars, jeep, pick-up truck, beach buggy and 2 Honda motorcycles with die-cast trailer.

Our No	Unit	No	List	Sell
645-0753	Ea	1745	4.75	ZAS

12 in a ctn., 14 lbs.

TOOTSIEJOY FIRE FIGHTERS SET



Complete with aerial ladder, die-cast fire truck. Four position ladder swivels, 360° and extends to 12". Chemical extinguisher truck, pumper truck with 2 ladders, and fire chief's car.

Our No	Unit	No	List	Sell
614-6146	Ea	1747	4.75	ZAS

12 in a carton, 12 pounds.

TOOTSIEJOY ROADMASTER JR. SET



Auto transport trailer and cab, die-cast metal cars or trucks with 3 additional cars for auto transport trailer.

Our No	Unit	No	List	Sell
629-9002	Ea	1746	4.75	ZAS

12 in a carton, 12 lbs

NYLINT CADET AUTO TRANSPORT



Rugged steel Auto Transport with General Motors authorized "cab-over-engine" featured detailed interior, plated exhaust stacks and tanks, horn assembly with CB antennas. Trailer loads and unloads with easy one-hand operation. Includes two realistic looking cars. Hemmed safety-play edges. Non-toxic finish. Overall Size: 23-1/2"L x 5-1/8"W x 6-1/2"H

Our No	Unit	No	List	Sell
622-7367	Ea	920	24.79	ALTZ

4 in a ctn, 23-3/4 lbs

NYLINT FARM SET

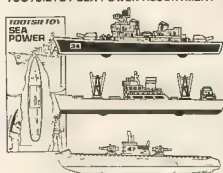


Consists of Chevrolet Stake Truck with removable panel that doubles as a corral. Sturdy 2-wheel trailer. Realistic livestock

Our No	Unit	No	List	Sell
647-3334	Ea	9904	24.89	ALXA

4 in a carton; 24 pounds

TOOTSIEJOY SEA POWER ASSORTMENT



- 5" Long - Blister Carded -

Die-cast metal hull ships with hidden wheels. Assortment consists of destroyer, submarine and cargo ship. Heavy metal hull casting provides low center of gravity for smooth sailing effect on dry land

Our No	Unit	No	Each	Asst
354-7429	Asst	2080	1.29	BULT

24 in an assortment, 3 lbs

METAL TOYS

TOOTSIEJOY
HITCH-UP
MERCHANDISER

Includes 72 Toys

Each car 9" overall lgth. with Hitch-Up attached. Includes Honda Twin Cycles, Speed Boat, U-Haul Trailer, Beach Buggy, Snow Mobile, All-Terrain Vehicle, Kubelwagen with Cannon, Duce 1/2 Military Truck W/ Trailer, Air Stream ATC Honda Cycle Hitch-Up.

Our No	Unit	No	Each	Disp
045-0924	Disp	1905	1.35	LDVU

72 in a dump-type display, 25 lbs.

TOOTSIEJOY
"JAM PAC"
SHELF DISPLAY

7 Cars Blister Pkd.

On Card
36 cards in Disp. Cut carton on dotted lines to form shelf display which is 14x14x12 1/2" high.

Our No-054-3884
Unit... Disp-of 36
No... 2831
Ctn.Wt... 18 lbs.
Each... 1.39
Disp... ZXZL

TOOTSIEJOY DIRT TRACK RACING BIKE



- 3" long - Blister Carded -

Die-cast metal frame motocross bike. Features flexible vinyl decorated rider, rubber tires, plastic seat, gas tank, handlebars, fenders and kickstand.

Our No	Unit	No	Each	Ctn
837-2906	Ctn	2673	1.89	ATAB

12 in a carton, 3 lbs.

STROMBECKER BASS BOAT



- 10 1/2" long -

Durable polyprop bass boat features rotating elevated seats, steering wheel, rear outboard motor that turns, up-front trolling motor with pivot-up action for storage, colorful hull labels, and lots of deck and interior detail

Our No	Unit	No	Each	Ctn
837-3037	Ctn	5030	1.85	ADVU

12 in a carton, 5 lbs.

TOOTSIEJOY KEEP ON TRUCKING



- 8" Long - Blister Carded -

Open road excitement with semi-trailer rig. Die-cast metal tractor pulls long trailer with assorted authentic colorful labels

Our No	Unit	No	Each	Asst
354-6520	Asst	2990	1.98	ATNL

12 in an assortment, 5 lbs

TOOTSIEJOY SPRINT RACER



- 4 1/2" long - Blister Carded -

Sprint racer has highly detailed die-cast metal body, large out-board tires, bump bars, steering wheel, and bright silver motor, grill, wheels, hubs, exhaust pipes and roll bar.

Our No	Unit	No	Each	Ctn
837-2914	Ctn	2992	1.98	ATNL

12 in a carton, 4 lbs

VANITY FAIR 4 PC. STEREO COMPONENT SYSTEM



- 16" x 11" x 7" -

Solid state, 8 transistor amplifier, two speakers, separate volume controls for each stereo channel, lightweight stereo pick-up with sapphire needle, plays all records, even "mono" - 45 and 33-1/3 rpm, turntable with built-in 45 rpm adapter, speed selector has neutral position, speaker cables - 12' separation. 117 volts AC only.

Our No	Unit	No	List	Sell
654-4530	Ea	7750	67.98	DTZD

One in a carton, 10 1/2 lbs

VANITY FAIR BEE GEES DISC SING-A-LONG PHONOGRAPH



360° Omni-directional mike for singing along with your records. Plays all records, 33-1/3 and 45 RPM. Sapphire needle, built-in 45 RPM adapter, top mounted speaker, solid state amplifier, volume control with switch U/L approved, safety plug.

Our No	Unit	No	List	Sell
654-4381	Ea	114	48.39	ZBXV

6 in a carton, 40 lbs

VANITY FAIR BEE GEES AM LICENSED WIRELESS MICROPHONE



Transmits through any AM radio, on/off switch, crystal mike, telescopic antenna. Meets all FCC standards. Uses 9 volt battery (not included)

Our No	Unit	No	List	Sell
636-7817	Ea	9002	17.19	AXDS

12 in a carton, 9 lbs

MUSICAL TOYS

VANITY FAIR BEE GEES STROBE LIGHT PHONOGRAPH WITH FRONT SPEAKER



Plays all mono or stereo records, solid state amplifier, powerful front mounted speaker. Plays all 45 and 33-1/3 RPM records, all sizes Permanent sapphire needle U/L approved - child safety plug. Has strobe light frequency control.

Our No	Unit	No	List	Sell
636-7791	Ea	57	69.98	DLXS

6 in a carton, 42 lbs

VANITY FAIR BEE GEES SING-A-LONG DISCO MICROPHONE



360 degree omni-directional mike head. Uses one 6 volt lantern battery (not included). Powerful 4" speaker, equipped w/ volume control, on/off switch. Complete solid state all transistor circuit.

Our No	Unit	No	List	Sell
636-7809	Ea	1038	21.09	ADUS

6 in a carton, 24 lbs

VANITY FAIR 4 TRANSISTOR MILITARY WALKIE TALKIES



Our No	Unit	No	List	Sell
755-4934	Pair	VF41	23.98	ALUX

24 pairs in a carton, 32 lbs

VANITY FAIR BEEP ALERT SIGNAL SYSTEM WALKIE TALKIES



- Size: 7 1/4" x 2 1/4" x 1 1/4" -

Two 6 transistor solid state transceivers. Telescopic antenna, volume control with on/off switch. Operates on 9 volt battery, not included.

Our No	Unit	No	List	Sell
714-8604	Pr	VF-61	33.49	BXZD

12 pair in a carton, 20 lbs.

VANITY FAIR 4-TR. SPACE WALKIE TALKIE



Pair 4-Tr. solid state transceivers. Press to talk button, telescopic antenna, volume control with on/off switch, code key for international Morse Code, 49,860 MHz. Meets all FCC standards. Uses 2 9 volt batteries (not included).

Our No	Unit	No	List	Sell
718-7545	Pair	VF1981	33.49	BXZD

12 pairs in a carton, 18 lbs.

VANITY FAIR SPIDERMAN WALKIE TALKIES



- Up to 1/4 Mile Range -

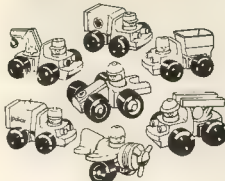
Two 4 transistor solid state transceivers, Spider code key. Press button to talk, release to listen. Telescopic antenna, volume control with on/off switch, speaker microphone, 49,860 MHz, FCC approved. Requires two 9 volt batteries, not included.

Our No	Unit	No	List	Sell
782-3602	Pair	VF403	27.19	AVAD

One pair in a box, 1/2 lb.

EMPIRE PLASTIC TOYS

EMPIRE SUPER TRUCKS ASSORTMENT



- 7 Styles -

Our No	Unit	No	Each	Asst
312-1183	Asst	2005	3.49	TUBL

24 in an assortment, 12 lbs.

EMPIRE "CHIPS" COPTOR

NEW!



- Over 18 pieces of Accessories -

Made of sturdy polyethylene, realistically designed and decorated with decals, featuring the Chips Characters. The Copter has a turning blade, winch and landing gear and large openings to allow all 11" figures to be put into cockpit.

Our No	Unit	No	List	Sell
623-2953	EA	2087	16.98	AXZX

6 in a carton, 30 lbs.

GAY FIREBIRD TRANS AM CAR



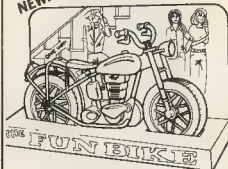
Features T-Top, 7 1/2" long, decorated wheel hubs, chrome plated front and rear bumpers. Complete interior with steering wheel, decal on hood. Packaged on colorful display card.

Our No	Unit	No	List	Sell
812-2970	Ctn	695	1.49	AXVZ

12 in a ctn., 5 1/2 pounds

GAY PLASTIC TOYS

NEW! GAY FUN BIKE

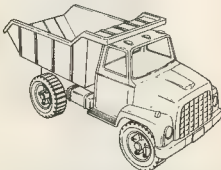


A replica of those you see on TV Chroma-plated motor, front light. Massive wheels allow the bike to stand by itself. Kickstand, front wheel steers. Colorful, durable poly.

Our No	Unit	No	Each	Ctn
814-5146	Ctn	490	1.59	ABTN

12 in a carton, 6 lbs.

GAY DUMP TRUCK



- 12" long, 5 1/2" wide, 5 1/2" high -

Realistic wheels and dump that is hinged to allow dumping. Made of colorful, durable poly.

Our No	Unit	No	Each	Ctn
852-6600	Ctn	600	1.59	AZVU

12 in a carton, 7 lbs.

GAY RENEGADE JEEP

NEW!



That all time run-a-bout. Colorful decorated hood, complete interior and snap-on top. Made of durable, colorful poly.

Our No	Unit	No	Each	Ctn
814-5211	Ctn	650	1.59	AZVU

12 in a carton, 7 lbs.

GAY 11 1/2" SHORT PICK-UP



Has side sweeps and side decorations. Complete interior with front and rear bumpers plus wheel guards. Made of colorful, durable poly.

Our No	Unit	No	Each	Ctn
819-2502	Ctn	660	1.98	ATSD

12 in a carton, 8 1/2 lbs.

GAY ENTERPRISE SPACE SHUTTLE



Realistic in design. Has open-close hatch doors, snap-on rockets, complete interior and lots of decals. Made of durable, colorful poly.

Our No	Unit	No	Each	Ctn
854-8513	Ctn	696/1	1.98	ATSV

12 in a carton, 8 1/2 lbs.

GAY SMOKEY BEAR POLICE CAR

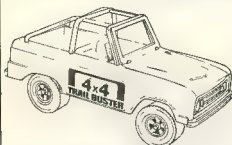


10 1/2" long, top mounted siren and lights. Complete interior, snap in hubs and realistic colors, loaded with decals. Made of durable, colorful poly.

Our No	Unit	No	Each	Ctn
812-3101	Ctn	699	2.09	ALSZ

12 in a ctn., 7 1/2 pounds.

GAY TRAIL BUSTER

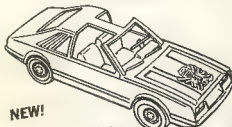


- 12 1/2" long, 8" high, 5 1/2" wide -

Realistic windshield and roll bar. Features snap-in wheel hubs, steering wheel and colorful side decals. Made of durable poly. Our No Unit No Each Ctn
852-7335 Ctn 697 2.79 BXLV

12 in a carton, 11 1/2 lbs.

GAY MUSTANG



NEW!

- 10 1/2" Long -

Center striped body, colored headlights, decorated tail lights. Snap-in hubs and white sidewall tires. Complete windshield and interior. Made of colorful, durable poly. Our No Unit No List Sell
622-7862 Ea 720 2.69 AVA

12 in a carton, 6 lbs.

GAY LUV PICK-UP



NEW!

- 10 1/2" Long -

Has a roll bar, complete windshield, decorated grill, open and close tailgate and complete interior. Wheels with snap-in hubs and white sidewalls. Made of colorful, durable poly.

Our No Unit No List Sell
622-7888 Ea 730 2.69 AVA

12 in a carton, 6 lbs.

GAY 12" DECORATED VAN

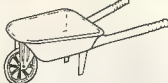


Sliding door, full interior, grill side decals and oversized wheels with hubs. Durable poly. Our No Unit No List Sell
814-5385 Ctn 710 2.79 BXLV

12 in a carton, 12 lbs.

GAY PLASTIC TOYS

GAY WHEELBARROW

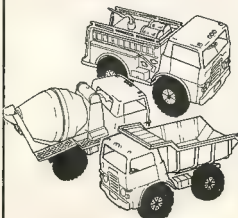


26" long, 7 1/2" high, 5 1/2" deep. Realistically constructed of durable, colorful poly.

Our No Unit No Each Ctn
812-3002 Ctn 250 3.19 ABSU

6 in a carton, 8 1/2 lbs.

GAY 12 PIECE JUMBO TRUCK ASST.



- 12 in an Assortment -

Consists of dump truck, fire truck and cement mixer. Made of colorful, durable Poly.

Our No Unit No Each Asst
348-6651 Asst 624 3.29 BLUZ

12 in an asst., 15.4 pounds.

GAY RACING TEAM



Shorty pickup pulls an Indianapolis Racer. Complete with trailer, decals, 24 1/2" long. Made of poly. Packaged on colorful display platform.

Our No Unit No List Sell
612-3038 Ea 925 4.89 ZBN

12 in a carton, 15 pounds.

GAY HILL CLIMBERS SET



- Unit is 17 1/2" Long -

Comes with Luv Pickup, Bikes and Trailer. Luv Pickup has complete windshield, roll bar, interior, decorated grill and tailgate that will open and close. Two hill climbing bikes that will attach to trailer. Made of colorful, durable poly.

Our No Unit No List Sell
622-8357 Ea 810 4.69 ZAB

12 in a carton, 15 lbs.

GAY SPORTSMAN SET



NEW!

- 18 1/2" Long -

Complete play unit of Mustang, boat and boat trailer. Mustang has complete windshield, decorated front and rear lights, center striped body and complete interior. Two-toned boat that will attach to trailer. Made of colorful, durable poly.

Our No Unit No List Sell
622-8064 Ea 800 4.69 ZAB

12 in a carton, 15 lbs.

GAY CORVETTE



- 18 1/2" long x 7 1/2" wide -

Attractive decal, front and rear windshields, steering wheel and chrome wheel discs. Complete interior that is large enough to fit 12" figures inside. T-top styling.

Our No Unit No Each Ctn
852-8564 Ctn 795 5.89 BZLV

6 in carton, 13 lbs.

GAY INDY RACER



- 18" Long -

Comes complete with full set of racing decals, driver's head, chrome engine and roll bar, chrome wheel discs and steering wheel. Made of safe, durable poly.

Our No Unit No Each Ctn
852-7137 Ctn 798 5.89 BZLV

6 in a carton, 11 1/2 lbs.

RUSHTON 21" DENIM TRAMP



Our No	Unit	No	List	Sell
684-9459	Ea	950	18.39	ABXS

3 in a carton, 4 lbs

RUSHTON 41" HONEY BEAR

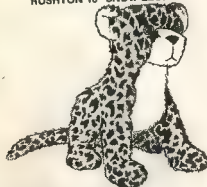


-Appealing and safe for all ages-
Ultra Plush fabric, very softly filled with polyfoam

Our No	Unit	No	List	Sell
610-5340	Ea	346	33.29	BXBU

1 per carton

RUSHTON 16" SNOW LEOPARD



Designed for ages 8 to 80

Another member of the collection of animals which are in danger of extinction, although he is life-like in every detail

Our No	Unit	No	List	Sell
690-9311	Ea	582	37.98	BTZX

1 in a carton, 5 lbs.

PLUSH TOYS

SUTTON ROLLIE POLLIES DISPLAY



Display of 48, assorted of 5 styles
5" size, colorful plush, felt eyes, ears, hands, etc. String attached for hanging.
Our No Unit No Each Disp
012-0154 Disp 40RD 1.19 ZVDA
48 in a display, 6 pounds.

SUTTON ELKA AUTOGRAPH TOYS

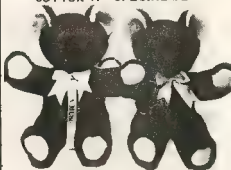


- Assorted of 12 Styles -
Sign em', send em', save em' autograph series.

Our No	Unit	No	List	Sell
610-7528	Ea	3576R	2.69	AVU

48 in a carton, 36 lbs

SUTTON 17" SPECIAL BEAR



17" plush bear with locked in eyes, pom-pom nose and felt tongue.
Our No Unit No List Sell
655-5122 Ea 622 6.98 DLS
1 in a carton, 1 lb.

SUTTON NYLON TRICOT ASST.



Assortment of 12, 2 each of 6 styles
Colorfully dressed hippo, bear, elephant, dog, mouse and frog.
Our No Unit Pk-Wt Each Asst
No. 2400R - 16" size
355-5133 Asst 1-15 4.88 ZNUN
No. 3400R - 20" size
329-9062 Asst 1-26 6.98 TLUD
12 in an assortment.

SUTTON 25" POLLY PRIM PIGTAIL DOLL



Our No	Unit	No	List	Sell
611-6040	Ea	225	6.98	DLS

Individually boxed, 1 1/2 lbs

SUTTON CUDDLE



Our No	Unit	No	List	Sell
684-2116	Ea	145MR	8.49	TLS

12 in a carton, 4 1/2 lbs.

RUSHTON 16" WASHABLE BEARS



Our No	Unit	No	Each	Asst
384-9478	Asst	1935	7.39	BNTV

6 in an assortment, 5 lbs.

RUSHTON MUSICAL NOVELTIES



Assorted of two pups, lamb and pig. Animals designed in various positions. Made of soft orlon plush and acrylic fabrics in appealing colors. Complete with Swiss music boxes and ribbons. Poly bagged.

Our No	Unit	No	List	Sell
646-8300	Ea	1940/1924M	7.98	TZX

12 in a ctn., 12 lbs.

RUSHTON 10" CHIME BEAR



- Preschool Musical Plush -

Our No	Unit	No	Each	Asst
839-4548	Ea	706M	7.98	TZX

6 in a carton, 8 lbs.

RUSHTON PLUSH TOYS

RUSHTON 11" MUSICAL BEARS



Assorted-For ages 6 months to 6 years
Musical Brown and Panda Bears featuring safety and guaranteed musical movements

Our No	Unit	No	List	Sell
646-7047	EA	1936/37M	9.19	LAZ

6 in a carton, 1-1/4 lbs.

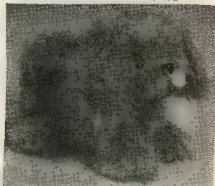
RUSHTON GORILLAS



- With Name Decal "Gus" -
Standing gorillas made of black tipped acrylic with solid black chest. Hand painted vinyl face.

Our No	Unit	Pk-Wt	List	Sell
690-9303	Ea	No. 291 - 17" Tall 4-5	9.98	LXS

RUSHTON 12" PEKINGESE



Our No	Unit	No	List	Sell
684-9467	Ea	806	9.98	LXS

6 in a carton, 6 lbs.

RUSHTON 14" BUTTERBALL BEAR



- Plush -

Our No	Unit	No	List	Sell
638-6742	Ea	395	10.69	SAZ

6 in a carton, 9 lbs

RUSHTON 14" MUSICAL "DOZIE DOT"



Sleepy doll made of orlon plush in pink. Vinyl hands and handpainted vinyl face. Finished with "musical toy" satin ribbon bow. Swiss music box.

Our No	Unit	No	List	Sell
658-7695	Ea	066M	10.79	SBU

Six in a ctn., 8 lbs.

RUSHTON 14" RACCOON



- Plush -

Our No	Unit	No	List	Sell
684-9889	Ea	659	15.49	AUZS

4 in a carton, 8 lbs

ZEE BOP BAGS



Bluto

Popeye

- Size: 36" Deflated -

Sand weighted bottom keeps bag bopping each time you bop it. Sturdy 8 gauge vinyl. Assorted Popeye Bop Bag or Bluto Bop Bag

Our No	Unit	No	List	Sell
635-4138	Ea	44670	4.59	ZUT

12 in a carton, 30 lbs.

ALVIMAR TERRYTOONS PUNCH BAG



Has pocket for ballast to give roly-poly effect. 36" heavy duty vinyl, sand weighted bottom.

Our No	Unit	No	Reg	Spec
638-7823	Ea	8824	2.39	ALU

Individually boxed, 2 lbs.

ALVIMAR
CLOWN ROLY POLY

-Size 48"-

Colorful clown has pocket for ballast to give roly poly effect

Our No	Unit	No	List	Sell
649-8232	Ea	8412	3.39	BXL

36 in a ctn., wt. 24 lbs.

SLEDS

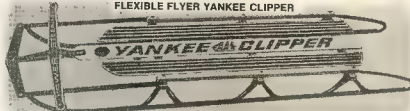
FLEXIBLE FLYER III



Protective steel front bumper, steel groove runners fully turned for safety, and exclusive goose-neck runners for positive control. Constructed of selected hardwood

Our No	Unit	No	Size	Bdl Wt	Each	Bdle
528-6679	Bdl-of 2	F948-2	48"	20 lbs	31.29	DASD
555-2302	Bdl-of 2	F954-2	54"	25 lbs.	35.69	DSLA
528-6786	Bdl-of 2	F960-2	60"	25 lbs.	40.39	TZVX

FLEXIBLE FLYER YANKEE CLIPPER

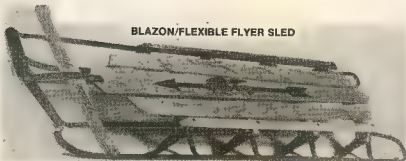


Protective steel front bumper, hard steel fully-turned runners, reinforced standards and multiply solid deck

Our No	Unit	No	Size	Bdl Wt	Each	Bdl
528-6984	Bdl	F642-2	42"	15 lbs.	25.59	ZDAD
528-7024	Bdl	F648-2	48"	18 lbs.	28.39	ZSVS
528-7040	Bdl	F654-2	54"	20 lbs.	32.98	DXUX
528-7123	Bdl	F660-2	60"	25 lbs.	37.98	TULX

Two in a Bundle

BLAZON/FLEXIBLE FLYER SLED



- 60" Long -

Turned up runners for extra safety; free floating steering, heavy duty chrome bumper, front rails and tongue; weather-resistant varnish, top and bottom; made of top quality oak, double ribbed knees; goose neck design for control and steering

Our No	Unit	No	Size	Bdl Wt	Each	Bdle
555-2013	Bdle-of 2	F760-2	60"	29 lbs	48.98	LTZD

STANZEL
ELECTROMICScoot
AIR CAR

Rides Like "Magic" On Cushion Of Air

Remotely powered, battery operated push-button and torque-line controlled. No wheels, no wings, no visible support.

Our No	Unit	No	List	Sell
649-2359	Ea	470	8.59	DXU

One in a box, 3/4 lb.

COX STINGER FUNNY CAR

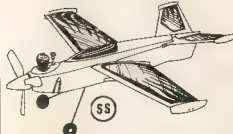


— With Starter Pak —

Built for drag racing action with 4:1 gear ratio on Cox .049 direct-drive power plant. Flashes down the "strip" on included guide line, racin' tires bite the pavement. Complete with racing trim. Overall length 12 inches.

Our No	Unit	No	List	Sell
654-1098	Ea	7900	15.98	AULS

One in a box, 8 1/2 lbs.

COX "WILD WINGS"
EASY-TO-FLY PLANES

— Snap Starter, .049 Engine Powered —

Designed and play-tested for controllable speed, easy flying and rough landings. Styles include: Eagle, Red Devil, Night Wing, Baron.

Our No	Unit	No	List	Sell
621-6576	Ea	6250	17.65	AXSX

6 in a ctn., asstd., wt. 7 lbs

POWER PLANES

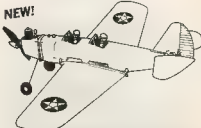
COX SURE FLYER SKYMASTER

Fuel Kit & Battery Not Included
Equipped with mechanical "device Automatic Pilot". Can be switched on to control a model airplane through takeoff, flight and landing.

Our No	Unit	No	List	Sell
617-3314	Ea	4200	18.98	ABLS

6 in a ctn., 12 lbs.

COX PT-19B



— Hobby Version Of PT-19 Trainer —

Furnished in knock-down configuration to permit increased user involvement, includes the metal tank Babe Bee .049 engine w/snap starter system, self-contained unit can be reused in other flying models

Our No	Unit	No	List	Sell
621-6790	Ea	5775	19.89	AZBS

4 in a ctn., wt. 9 lbs.

P-51 COX MUSTANG



— 16" Wingspan —

A Cox Avion all-inclusive flight set. Militarized version of North American's P-51. Has proven rubber band wing assembly. Powerful .049 engine, 3 bladed prop and starter.

Package Contains: Assembled ready-to-fly plane, starting battery, Cox Thimble Dome glow fuel, filter cap with stainless steel filter, flier hose, glow head clip with wires, control handle and dacron lines.

Our No	Unit	No	List	Sell
615-9701	Ea	7600	20.98	ADUX

Four in a ctn., 11 lbs.

COX PT-19 TRAINER



— 22" Wingspan —

Features Cox's adjustable thrust angle & .049 engine. Set it for super stability for the beginner. Rubber band assembly permits quick reassembly after a hard landing. Student & instructor pilot figures included. Complete with control handle and lines.

Our No	Unit	No	List	Sell
620-4457	Ea	5700	22.75	ATAS

1 in a box, 2 1/2 lbs.

COX SKY-COPTER



Orange Finish, 12" Long

Lifting power provided by Cox .020 cu.in. Pee Wee engine. 20" four blade rotor system provides in-flight dynamics stability. Clear fuel tank permits precise fuel level monitoring. Pitch angle control alters blade positions as soon as engine stops; slow vertical descents and soft landings. Detailed engine and instrument console.

Our No	Unit	No	List	Sell
654-0801	Ea	7100/4900	26.49	ASLS

One in a box, 2 lbs.

COX JU 87D STUKA



With 4' Long Plastic "Bomb"

Inverted 23 1/2" gull wing, 18" fuselage. Nylon prop, unbreakable spring starter. Visual fuel gauge behind engine compartment permits regulating exact length of flights. Easy-starting .049 engine.

Our No	Unit	No	List	Sell
620-4556	Ea	6400	27.49	AVZX

12 in a ctn., 13 lbs.

COX F-1 SPORT TRAINER PLANE



Powered by .049 Engine, Wingspan 24"
Wide stance landing gear that helps smooth-out the roughest landings. Racing engine cowling, swept back wing leading edges, super clean wheel speed fairings. Tinted canopy & bullet spinner. Aerodynamic shape molded in "mod" purple & decorated with white speed stripes.

Our No	Unit	No	List	Sell
615-9461	Ea	8600	27.49	AVZX

Individually Boxed, 3 lbs.

COX WARHAWK



— 20" Wingspan —

Detailed replica of the fighter plane used by the Flying Tigers in China. Authentic camouflage battle dress & markings. Clear cockpit canopy, radio antenna & twin exhausts. Powered by double-ported, easy-starting Super Bee .049 engine. 3-Bladed, Hi-thrust prop & spring starter. Control handle & lines included.

Our No	Unit	No	List	Sell
620-4713	Ea	5500	27.49	AVZX

12 in a ctn., 25 lbs.

COX RAF SPITFIRE PLANE



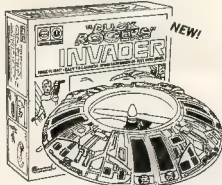
— 23" Wingspan —

Most famous British fighter of all time
Our No Unit No List Sell
620-5637 Ea 7800 27.49 AVZX

Four in a carton, 11 lbs

POWER PLANES & CARS

COX "BUCK ROGERS INVADER"



Free flight space saucer charts its own course, easy to launch, powered by .049 engine with "snap-starter" system, capable of climbing hundreds of feet under power

Our No	Unit	No	List	Sell
621-6741	Ea	4800	28.49	ANUX

4 in a ctn., wt. 8 lbs.

COX DUNEBLASTER RACING CAR



— Package Size 7½x8x16" —

Free-running fuel powered vehicle with sound and excitement of the real thing

Our No	Unit	No	List	Sell
617-8842	Ea	3700	34.98	BZXX

Four in a carton, 10½ lbs.

COX "AMERICAN EAGLE" SAILPLANE



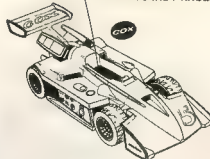
— Fly Anywhere, No FCC License Required —

Completely self-contained and ready-to-fly, hi-start launching system catapults "Eagle" up to 200' in altitude in seconds, 4' wingspan, responds to commands of fully proportional radio transmitter, factory installed flight controls/radio system, batteries not inc.

Our No	Unit	No	List	Sell
621-6923	Ea	7000	110.98	SDUB

4 in a ctn., wt. 16 lbs.

COX R/C INDY RACER



— Variable 2-Speed Throttle Control —

Radio system permits steering like a real car. Variable speeds synchronized to the fully proportional steering for realistic racing. Powered by "Q S" engine that starts with spin of flywheel. Powered by one-9 volt and four AA 1½ volt alkaline batteries (not included).

Our No	Unit	No	List	Sell
620-5553	Ea	2380	77.98	TBUX

One in a box 2 3 lbs

COX RADIO CONTROL CUB TRAINER



— 28" Wingspan —

Smooth proportional radio control permits flying in schoolyards. Flight controls and Cox 020 engine factory installed. No FCC license needed. Radio system powered by ten AA 1½ volt alkaline batteries (not included).

Our No	Unit	No	List	Sell
620-5561	Ea	9900	128.98	VLUZ

One in a box 2½ lbs

COX "HAWK" ELECTRIC TRAINER



— Electric Powered —

Hand launched quiet electric power can be flown in restricted areas, rear mounted electric motor, rechargeable, 39" wingspan, factory installed motor/fully proportional radio, 3 pack rechargeable nickel cadmium battery system, battery pack, automatic recharger w/built-in timer, radio system powered by alkaline batteries (not inc.).

Our No	Unit	No	List	Sell
621-7079	Ea	7300	154.98	AUZXN

3 in a ctn., wt. 12 lbs

STRACO BUMP-N-GO
POLICE & FIRE CARS

NEW!



—Battery Operated Metal Cars—

Our No	Unit	No	List	Sell
624-6896	Ea	74/1	9.29	LBU

48 in a ctn., wt. 48 lbs

STRACO BATTERY OPERATED DOG

NEW!



Our No	Unit	No	List	Sell
624-6003	Ea	98/18	9.79	Ltz

48 in a ctn., wt. 40 lbs

STRACO
SUPER SAFETY SCISSORS

NEW!

— Assorted Colors —
8" x 7" x 3" Display

Our No	Unit	No	List	Sell
625-3427	Disp	1015	10.80	SBU

72 in a display, 12 lbs

IMPORTED TOYS

NEW!

STRACO WINDY EXPRESS



—Battery Operated—

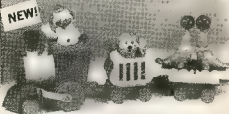
With whistle, light, mystery action, train sound.

Our No	Unit	No	List	Sell
624-6169	Ea	11/325	12.98	VLS

12 in a ctn., wt. 18 lbs.

STRACO MINI CIRCUS TRAIN

NEW!



—Battery Operated—

15" magic circus train, insert clown in engine for movement

Our No	Unit	No	List	Sell
624-5922	Ea	6/816	13.29	VXL

24 in a ctn., wt. 40 lbs

STRACO TURN-A-MATIC ROBOT

NEW!



—Battery Operated—

Our No	Unit	No	List	Sell
624-5898	Ea	99/30	13.98	NZX

24 in a ctn., wt. 48 lbs

ZEE THE DEFENDERS



6-7" tough plastic guns with accessories. Blister-pak card.

Our No	Unit	No	Each	Asst
322-5182	Asst	2930-3	1.19	BVTY

36 in an assortment 8 lbs

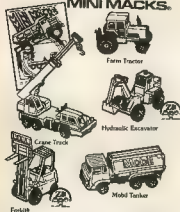
ZEE SUPERVANS



3" die-cast metal vans. Blister-pak card.

Our No	Unit	No	Each	Asst
322-5224	Asst	2957-3	1.19	BVXU

36 in an assortment, 5-1/2 lbs

ZEE MINI MACKS ASSORTMENT
MINI MACKS.

— 3" Scale Models —

Occupational vehicles in tough die-cast metal and plastic parts that move and function. Authentic detailing throughout. Includes: Farm Tractor, Crane Truck, Forklift, Cherry Picker, Cement Mixer, Fire Engine, Mobil Tanker, Front Loader, Dump Truck, etc.

Our No	Unit	No	Each	Asst
335-5757	Asst	29590	1.19	ZSL5

48 in an assortment, 5 1/2 lbs

ZEE SUPER SQUIRT WATER CANNONS



- 3 Models - Assorted Colors -

Hi-capacity Super Squirts in exciting ship shapes. The Fireboat, Submarine and Spaceship guns can each be fired over 300 times without reloading.

Our No Unit No Each Asst
337-5284 Asst 29491 1.19 BVSN
36 in an assortment, 7 1/2 lbs.

ZEE ROUGH RIDERS ASSORTMENT



Bush Wacker

Dodge Camper



Ford Pickup

Chevy Stepside Pickup



Datsun Camper

Chevy Blazer

- 3" Die-cast Metal Scale Models -

Painted and polished just like the real road machines. Blister carded Includes: Ford Pickup, Datsun Camper, Chevy Stepside Pickup, Chevy Blazer, Bush Wacker, Fun Trucking Courier, 1935 Chevy, Dodge Camper

Our No Unit No Each Asst
335-9056 Asst 29460 1.19 ZSLs
48 in an assortment, 5 1/2 lbs

ZEE RIDGE RIDERS ASSORTMENT



Honda CBX

Yamaha 1000



Kawasaki Mach III

Cafe Racer

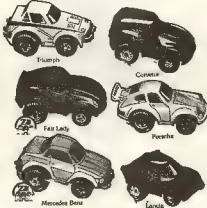
- Street Bike Series -

Detailed styling with authentic custom detailing. Features include steerable front forks, center stands, free-spinning wheels with vinyl treads.

Our No Unit No Each Asst
335-9106 Asst 29240 1.49 DSLB
48 in an assortment, 5 1/2 lbs.

ZEE IMPORTED TOYS

ZEE SPEED DEMON GRIPPERS



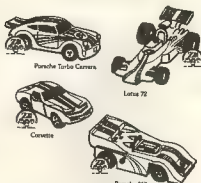
- 2 1/2" Die-Cast Metal Scale Models -

Pull-back action-wind motors. Features new bold color paint jobs, rubber wheels, tinted windows, ramp. Blister packed

Our No Unit No Each Asst
336-2753 Asst 24560 1.98 DLNA
36 in an assortment, 6 1/2 lbs

ZEE LE MANS

FRICTION POWERED SCALE MODELS



Porsche Turbo Carrera

Lotus 72

Corvette

Porsche 917

- 5 1/2" Long -

International sports car and road racing favorites. Featuring hi-impact plastic bodies, blazing with hot and metal-like colors. Sleek racing stripes and super decals. Includes: Porsche Turbo Carrera, Porsche 917, Lotus 72, McLaren M19, Corvette, McLaren GP. Blister Carded.

Our No Unit No Each Asst
336-4122 Asst 29120 1.59 ZVNA
36 in an assortment, 8 1/4 lbs.

KITES/ACCESSORIES

HI-FLIER KEEL KITE DISPLAY



Display Contains

40 \$1.29 48" Plastic Keel Kites

9 Bim-Bam Vam-Filler

9 Sylvester & Horace Dragon

9 Fang

9 Ima Butterfly

4 Swooper Cooper - 2 15" tails

8 \$1.29 36" x 30" Twin-Keel Kites

4 Donald Duck Plastic

4 Mickey Mouse Plastic

48 39¢ 250' Tubes Hi-Lon Cord

Display Size: 36" h x 11" w x 16-1/2" d.

Our No Unit No List Sell
089-0814 Disp 8064 80.64 TZSN

48 in a display, 15 lbs.

HI-FLIER HILON CORD COUNTER DISPLAY



36 only 39¢ 250' tubes.

Our No Unit No Each Disp
089-0830 Disp 2500/6250 .39 NZS

36 in a display, 3-1/2 lbs.

PLUSH TOYS

SUTTON ELKA 18" BIMBOO MONKEY



Vinyl Hat, Face, Ears, Hands w th Banana, and Shoes

Our No	Unit	No	List	Sell
610-7353	Ea	5000	6.98	DLS

Individually boxed, 1 1/2 lbs.

SUTTON ALPHA BEAR



28" plush bear, locked in eyes, pom-pom nose, felt tongue. Colorfully dressed with ear-inlay matching outfit.

Our No	Unit	No	List	Sell
656-0452	Ea	3876	7.49	TUX

1 in a ctn., 2 1/2 lbs.

COLLETTE DOLLS

COLLETTE 8" DRINK & WET
BABY ON PILLOW

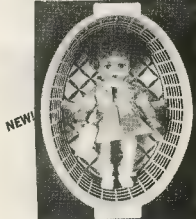
- Assorted 2 Styles -

Assorted molded or rooted hair. Painted eyes, dressed in a blanket, comes with bottle.

Our No	Unit	No	List	Sell
610-8906	Ea	49	3.49	BZB

12 in a ctn., individually shrink packed, 14 lbs.

COLLETTE BABY IN DRESS IN BASKET



- 8" Tall -

Drink and wet baby with bottle. Rooted hair and painted eyes.

Our No	Unit	No	List	Sell
654-1213	Ea	94	3.69	BDN

12 in a carton, 13 1/2 lbs.

COLLETTE 8" DRINK & WET
BABY IN CRADLE

- Assorted 2 Styles -

Assorted molded or rooted hair. Painted eyes, wrapped in blanket, comes with bottle.

Our No	Unit	No	List	Sell
610-8807	Ea	194	3.89	BTY

12 in a carton, individually shrink pkd., 14 lbs.

COLLETTE PAJAMA AND BLANKET BABY

NEW!



- 11" Tall -

Drink and wet with bottle. All soft vinyl - with rooted hair and moving eyes.

Our No	Unit	No	List	Sell
654-0355	Ea	1004	3.98	BLT

36 in a carton, 18 lbs.

COLLETTE 9" DOLL IN HI-CHAIR



Rooted hair, painted eyes, drink and wet with bottle, baby in dress in her own hi-chair.

Our No	Unit	No	List	Sell
644-7817	Ea	296	5.98	ZNV

12 in a ctn., 14 lbs.

COLLETTE 15" DRINK & WET DOLLS



Assorted of two styles

Style 1-doll with pajamas and bottle, style 2-doll with blanket and bottle. Both with rooted hair and moving eyes.

Our No	Unit	No	List	Sell
684-7164	Ea	5371	6.19	DAT

One in a bag, 24 in a ctn., 20 lbs.

COLLETTE 13" BLANKET BABY



NEW!

- In Musical Cradle -

Rooted hair, moving eyes. Drink and wet baby with bottle.

Our No	Unit	No	List	Sell
654-0462	Ea	3206	8.89	TNV

12 in a carton, 6 lbs.

COLLETTE BABY DOLLS



Assorted of two styles

Assorted of two styles, number 304 14" soft body doll in dress on pillow with vinyl arms and legs. Number 306 15" drink and wet with bottle, pajama baby in carry all mattress with soap. Both feature rooted hair, moving eyes.

Our No	Unit	No	List	Sell
629-6982	Ea	3046	8.49	LZA

12 in a ctn., indiv. bagged, 15 pounds.

EUGENE 9" DRINK AND WET BABY DOLL

10" vinyl drink and wet baby with rooted hair and moving eyes.



Our No	Unit	No	List	Sell
619-8006	Ea	11010	2.59	ASZ

36 in a ctn., 18 lbs.

DOLLS

EUGENE 7 1/2" PIPPY DOLL

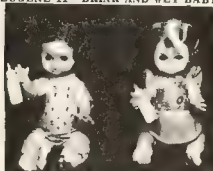


Dainty Jr Collectable Exquisitely designed face accented by beautiful eyes with long curly lashes and cupid lips. Long rooted hair and fully jointed body. Fashionable long dresses with coordinating wide brimmed hats.

Our No	Unit	No	List	Sell
654-9349	Ea	79700	3.98	BLS

12 in a carton, 6 lbs.

EUGENE 11" DRINK AND WET BABY



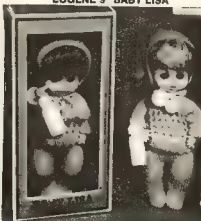
- Assorted -

Rooted hair, moving eyes. Poly bag with header.

Our No	Unit	No	List	Sell
654-9596	Ea	51165	4.19	BVU

24 in a carton, 10 lbs.

EUGENE 9" BABY LISA



Drink and wet baby with rooted baby hair, moving eyes and fully jointed body. Wears 2 piece knit outfit with matching hat.

Our No	Unit	No	List	Sell
684-8380	Ea	50920	4.49	ZUX

24 in a carton, 12 lbs.

EUGENE 7" TINY LORRIE'S TRAVEL TRUNK



Baby doll in carry trunk with accessories. Rooted hair, painted eyes and fully jointed body. Wears assorted infant outfits. Trunk has carry handle and holds baby's accessories.

Our No	Unit	No	List	Sell
613-4076	Ea	80100	5.19	DAZ

24 in a carton, 10 lbs.

EUGENE 6 1/2" BABY BASSINETTE



Chubby baby in bassinet with ruffled skirt. Rooted hair, painted eyes and fully jointed body. Wears diaper and lacy top.

Our No	Unit	No	List	Sell
613-3599	Ea	80610	5.49	ZLS

24 in a carton, 6 1/2 lbs.

POWER PLANES/CARS/ACCESSORIES

COX EIGHT-EIGHTY FLIGHT KIT



Contains 1½ volt starting battery, glow head clip with wires, ½ pint glow fuel, filler cap with stainless steel strainer, line connectors and a set of .049 engine wrenches.

Our No	Unit	No	List	Sell
620-4739	Ea	880	6.98	DLS
24 in a ctn., 31 lbs.				

COX ALL-PURPOSE STARTER KIT



Contains ½ pint of Glow Power Fuel, filler hose and strainer cap, 1½ volt starting battery, glow head clip with wires, and a set of .049 engine wrenches.

Our No	Unit	No	List	Sell
642-1036	Ea	400	7.49	TUX
24 in a carton, 30 lbs.				

COX THIMBLE DROME FUEL

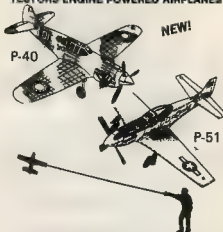


—Cox Glow Fuel—

Finest fuel available for model airplanes, quick starting, reduces engine wear, for everyday flying with all engines and at most temperature ranges.

Our No	Unit	No	List	Sell
—Pl. Size—				
620-4630	Ea	500/551	4.69	ZAZ
—Qt. Size—				
617-8867	Ea	5301/552	7.49	TUX
12 in a ctn., wt. 14 & 27 lbs.				

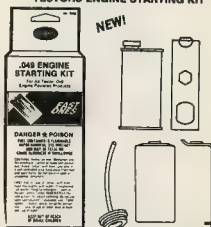
TESTORS ENGINE POWERED AIRPLANES



Authentic, detailed engine powered scale models, with Testor .049 engine, 5 minute instructional recording and starting manual included, 10" line for backyard flying, fuel and battery not included.

Our No	Unit	No	List	Sell
—P40 "Warhawk"—				
634-1648	Ea	4211	18.98	ABLS
—P51 "Mustang"—				
634-1721	Ea	4212	18.98	ABLS
6 in a ctn., wt. 7 lbs.				

TESTORS ENGINE STARTING KIT



Contains: ½ pint premium fuel, alkaline battery with clip-on connector, utility wrench, filler spout and tube.

Our No	Unit	No	List	Sell
634-2026	Ea	7802	6.25	DAS
12 in a ctn., wt. 12 lbs.				

TESTOR FLY'EM FUEL

— One Pint Size —

Our No	Unit	No	List	Sell
628-0481				
—Ea—				
No.	7817			
Pk. Wt.	12-17 lbs.			
List	3.29			
Sell	BAN			



TESTORS ENGINE POWERED CARS



—"Bug"—

Runs on tether at over 20 mph, powered by reliable Testor .049 engine, 5 minute instructional recording, starting manual, colorful decals, over 10" long, fuel and battery not included.

Our No	Unit	No	List	Sell
634-1812	Ea	3712	18.98	ABLS
6 in a ctn., wt. 12 lbs.				

TESTORS ENGINE POWERED CARS



—'7 Chevy—

Runs on tether at over 20 mph, powered by Testor .049 engine, 5 minute instructional recording, starting manual, over 10" long, colorful decals, fuel and battery not included.

Our No	Unit	No	List	Sell
634-1897	Ea	3700	21.98	ABLS
6 in a ctn., wt. 12 lbs.				

VANITY FAIR CORVETTE RACING CAR



Radio control. No wires, goes forward, reverse and turns.

Our No	Unit	No	List	Sell
655-4752	Ea	4550	18.98	AZZX
12 in a ctn., 15 lbs.				

VANITY FAIR PONTIAC FIREBIRD



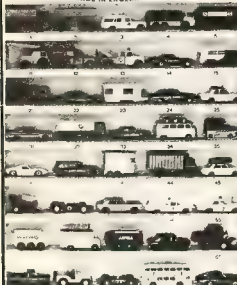
—1/16 Scale—

3 functions - forward, left and right. Transmitter control features steering wheel with auto centering. Requires two 9 volt and two C batteries, not included.

Our No	Unit	No	List	Sell
638-7825	Ea	4604	40.98	BSZX
12 in a carton, 14 lbs.				

STURDY DIE-CAST METAL
COLLECT THESE
AUTHENTIC SCALE MODELS

MADE IN ENGLAND



MATCHBOX COLLECTORS ITEMS



Open Stock - 75 Bronner Matchbox Models

Our No	No	Description
689-0842	1	Dodge Challenger
689-0859	2	Hovercraft
689-0867	3	Porsche Turbo
689-0875	4	'67 Chevy
689-0883	5	Steel 'N Snow
689-0891	6	Mercedes 350 SL
689-0909	7	V. W. Rabbit
689-0917	8	De Tomaso Pantera
689-0925	9	Ford Escort RS-2000
689-0933	10	Plymouth Police Car
689-0941	11	Car Transporter
689-0958	12	Citroen CX
689-0966	13	Snorkel Fire Engine
689-0974	14	Mini Ha Ha
689-0982	15	Ford Litr Truck
689-0990	16	Badger
689-1006	17	The Londoner
689-1014	18	Hondarora
689-1022	19	Cement Truck
689-1030	20	Police Patrol
689-1048	21	Remault "Le Car"
689-1055	22	Blaze Buster
689-1063	23	Atlas
689-1071	24	Diesel Yard Switcher
689-1089	25	Flat Bed Car w/Container
689-1097	26	Site Dumper
689-1105	27	Lamborghini Counterach
689-1113	28	Lincoln Continental MKV
689-1121	29	Shovel Nose Tractor
689-1139	30	Swamp Rat
689-1147	31	Travel Trailer
689-1154	32	Field Gun
689-1162	33	Police Motor Cycle
689-1170	34	Vantastic
689-1188	35	Fandango
689-1196	36	Refuse Truck
689-1204	37	Skip Truck
689-1212	38	Ford Camper Truck

Our No	No	Description
689-1220	39	Rolls Royce Silver Shadow
689-1238	40	Horse Van
689-1246	41	Paramedic Van
689-1253	42	Container Truck
689-1261	43	Steam Locomotive
689-1279	44	Passenger Coach
689-1287	45	B.M.W
689-1295	46	Ford Tractor & Disc Tiller
689-1303	47	Pannier Locomotive
689-1311	48	Sambron Jack Lift
689-1329	49	Crane Truck
689-1337	50	Articulated Truck
689-1345	51	Combine Harvester
689-1352	52	Police Launch
689-1360	53	Jeep C.J.
689-1378	54	Mobil Home
689-1386	55	Ford Cortina 1600 GL
689-1394	56	Mercedes 450 SEL
689-1402	57	Wild Life Truck
689-1410	58	Faun Dumper
689-1428	59	Porsche 928
689-1436	60	Motor Cycle Pickup
689-1444	61	Wreck Truck
689-1451	62	Chevy Corvette
689-1469	63	Oil Truck
689-1477	64	Caterpillar Bulldozer
689-1485	65	Airport Coach
689-1493	66	Ford Transit
689-1501	67	Datsun Z
689-1519	68	Chevy Van
689-1527	69	Wells Fargo Truck
689-1535	70	Self Propelled Gun
689-1543	71	Cattle Truck
689-1550	72	Bomag Road Roller
689-1568	73	Model A Ford
689-1576	74	Cougar Villager
689-1584	75	Rescue Helicopter

Unit Pkd List Sell
Ea 1 1.89 ABD

MATCHBOX REVOLVING COUNTER DISPLAY



- 26" high x 14" wide -

Colorful Matchbox square revolving counter display Holds the complete 1-75 Matchbox range plus four additional spaces for feature models

Our No Unit No List Sell
654-9224 Ea SQ-75 37.98 BTZB

One in a carton, 7 lbs

MATCHBOX
MINI-CASE

Holds 24 models. Made of durable blue vinyl w/separate lift-out trays.

Our No Unit No List Sell
654-2674 Ea CC-212 3.98 BLS

24 in a carton, 2 1/2 lbs.

MATCHBOX "OFF-THE-ROAD" GIFT SET



- With Carrying Case -

Contains Five vehicles, Jeeps, Motorcycle, and Pickup Trucks

Our No Unit No List Sell
637-8848 Ea 060606/GCA-4 13.29 XVV

12 in a carton, 14 lbs.

TOOTSJETOY BACK COUNTRY SET



Features 4 detailed die-cast metal vehicles, two canoes, motorcycle, tri-hull boat, keyak, and die-cast metal cycle trailer. 4 x 4 vehicles have High Rider look with tinted windows, colorful labels, and bright silver detailed grills, stacks, fender flares, and interiors.

Our No	Unit No	List	Sell
637-2825	Ea 1820	8.79	TVL

12 in a carton, 13 lbs.

TOOTSJETOY RACEWAY SET



- Average 5 1/2" Long -

Two wide body die-cast metal trucks, two detailed die-cast metal racers, and a die-cast metal trailer. Tough 4 x 4 truck has colorful labels and detailed interior. Sport truck has colorful labels, silver stacks and grill, tinted windows and detailed interior. Sprint racer has large tires, bump bars, bright silver motor, grill, hubs, pipes and roll bar. Road racer has bright silver motor and interior.

Our No	Unit No	List	Sell
637-2817	Ea 1660	9.75	TNB

12 in a carton, 16 lbs.



TOOTSJETOY METAL TOYS

TOOTSJETOY FARM LAND SET



Farm set consists of following die-cast metal items: Farm tractor, 4 shear plow, conveyor, with rubber belt, spreader cart and two farm trucks. Also included are animal transport with horse and cow plus grain hopper utility cart.

Our No	Unit No	List	Sell
615-8976	Ea 1849	11.39	SLU

6 in a carton, 10 lbs.

TOOTSJETOY MOTOCROSS CYCLE SET



3 die-cast metal frame motocross dirt bikes with rubber tires plus 3 flexible vinyl motocross drivers that attach to handlebars and footrests. Large, die-cast metal wide body, sport truck and cycle trailer that hitch together to form motocross highway transport. Two large jump and hill climb track sections. Complete with cycle number label sheet.

Our No	Unit No	List	Sell
615-8968	Ea 1858	11.39	SLU

6 in a carton, 10 lbs.

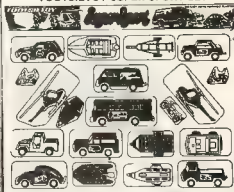
TOOTSJETOY PETERBILT ROAD SET

Features large, detailed die-cast metal semi-tractor and trailer, and three detailed die-cast metal 4 x 4 vehicles. Semi-tractor has clear windows, detailed interior, bright silver grill, bumper, stacks, wheel hubs and fuel tanks. Trailer has operating rear door, bright silver wheel hubs and colorful label. 4 x 4 vehicles have High Rider look with tinted windows, colorful bright silver detailed interiors, grills, stacks and fender flares.

Our No	Unit No	List	Sell
637-2882	Ea 1860	12.45	VZU

6 in a carton, 10 lbs.

TOOTSJETOY SUPER SPORT SET



Contains two Scorpion sport helicopters, California Van, large camper, 2 Honda motorcycles with trailer, Gremlin, speed boat and trailer, Jeepster, medium size motorcycle with trailer, Jeep, pick-up truck, all-terrain vehicle, VW, Zodiac boat with trailer and Bronco truck.

Our No	Unit No	List	Sell
613-4464	Ea 1865	14.45	NLD

6 in a carton, 12 lbs.

TOOTSJETOY TOY DEPARTMENT RACK & ASSORTMENT



SS

- Toy Department Rack -

Permanent metal/masonite display will hold Tootsietoy assortment. Turning rack is 70" high. Floor area 22" x 22".

- Toy Department Assortment -

Selection includes Tootsietoy Hitch-Ups, top selling carded merchandise and Playmates. Deal includes 30 dozen (360 Pieces) Tootsietoy products.

Our No	Unit No	List	Sell
314-6537	Asst 1911	487.49	ZBTUX

One in a carton, 200 pounds.

TOOTSIE TOYS

TOOTSIE TOY FLT/ROLL SHIP



- 19" Long Battleship, Detailed battle Wagon Of High Seas

Made of durable plastic. Ship will float and has wheels to glide along smoothly on other surfaces. 6 traversing gun turrets consists of 4 main turrets and 2 smaller turrets. Loads of super structure detailing with 10 gun emplacements per side. Total gun barrel count for ship is 56 barrels.

Overall size 19" Long, 5 1/2" High, 3" Wide.

Our No	Unit	No	Pk-Wt	List	Sell
656-0130	Ea	5250	1-1 1/2	4.75	ZAS

TOOTSIE TOY B-26 MARAUDER



- 9" Long -

Highly detailed die-cast metal fuselage, bright silver finish body, tinted windows, spinning propellers, authentic insignia labels and rolling wheels.

Our No	Unit	No	List	Sell
654-6899	ea	3270	5.09	ZDU

12 in a carton, 16 lbs.

TOOTSIE TOY RED BARON TRI-PLANE



- 8 1/2" long - Boxed -

Die-cast metal fuselage Fokker D-1 airplane has rolling wheels with metal axle, bright silver cowl, detailed seat, motor, machine guns, labels, and spinning propeller.

Our No	Unit	No	List	Sell
620-5876	Ea	3260	5.29	ZTZ

12 in a carton, 20 lbs.

STROMBECKER
"FAST TRACKER" CHEVY PICKUP

- 7" long -

Accurately styled replica Chevy Silverado Pick-Up Truck has opening hood and tailgate, bright silver engine, grill and wheel hubs, Doolie style rear fenders, colorful labels, clear windows and realistic interior.

Our No	Unit	No	List	Sell
637-2965	Ea	3421	5.79	ZVL

12 in a carton, 6 lbs.

TOOTSIE TOY CB HIGHWAY SET



Contains: semi-trailer/tractor truck rig, California Van with painted scenery, Honda motorcycle with trailer, smokey bear police car, camper, police helicopter and CB microphone with pushbutton action.

Our No	Unit	No	List	Sell
613-4407	Ea	1790	7.39	DNZ

6 in a carton, 9 lbs.

TOOTSIE TOY TASK FORCE 88 SET



Navy set that forms complete task force. Well-made ships with die-cast metal hulls with hidden wheels for smooth sailing on dry land. Each ship has intricate detail with moving gun turrets. Task force set contains battleship, aircraft carrier, destroyer, cargo ship and submarine.

Our No	Unit	No	List	Sell
615-8869	Ea	1764	7.69	TAZ

6 in a carton, 10 lbs.

TOOTSIE TOY INTERSTATE SET



The complete highway set, includes: four die-cast metal pulling cars, Greyhound bus, semi-trailer truck, logger truck and gravel hauler truck.

Our No	Unit	No	List	Sell
654-3672	Ea	1805	8.79	TVL

6 in a carton, 12 lbs.

TOOTSIE TOY F-15 EAGLE



- 10 1/2" long - Boxed -

Die-cast metal fuselage F-15 Eagle air fighter with bright silver body, tinted canopy, colorful insignia labels and rolling wheels.

Our No	Unit	No	List	Sell
620-5892	Ea	3262	5.29	ZTZ

12 in a carton, 20 lbs.

AVIVA SNOOPY TRAIN SET



Operates On 1 C Size Battery
(Not Included)

Set comes complete with 6 curved tracks, 4 straight tracks, 1 crossover track, signal signs, tunnel and Snoopy ticket station. Various Peanuts characters ride different cars of train.

Our No	Unit	No	List	Sell
685-4475	Ea	3000	20.49	AZLS

Indiv. boxed, 12 in a ctn., 32 lbs

AVIVA SNOOPY SPEEDWAY



Peanuts characters appearing as race drivers in their own cars. Lift the starting gate and Snoopy, Woodstock, Charlie Brown, and Lucy come barreling down the double track speedway. After the race, the cars attach themselves automatically to the power driven car ramp which returns them to the top. Complete with 4 racing cars, 1 power driven car ramp, 7-pc. curved track, 1 starting gate and 1 starting sign. Minor assembly and only 1 "D" battery required. Battery not included.

Our No	Unit	No	List	Sell
622-7235	Ea	999	24.49	ALZB

12 in a carton, wt. 30 lbs

DURHAM INDY ROAD RACING SET



- Over and Under Figure 8 -

Battery/remote controlled. Includes 2 lap counters, 2 chrome-plated racers, 2 hand grip controllers, guard rails, trestles and signs. Uses 4 "D" cell batteries (not included).

Our No	Unit	No	List	Sell
653-9316	Ea	8880	18.98	ABSB

12 in a carton, 38 lbs

IMPORTED TOYS
DURHAM RESCUE COPTER

- Overall Length 11" -
Wind-up motor. Spinning rotor. Authentic details of colors and figures.

Our No	Unit	No	Each	Ctn
882-2538	Ctn	5770	3.19	BTXZ

12 in a ctn., 8 lbs.

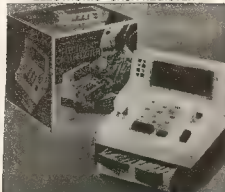
DURHAM MICKEY MOUSE
WESTERN BATTERY CHOO CHOO

- Over 6 Ft. of Circular Track -

Powerful engine with operating headlight. On-Off switch. Realistic western engine, coal tender and 2 passenger cars. Uses 2 "C" cell batteries (not included).

Our No	Unit	No	List	Sell
653-9126	Ea	8832	12.59	VDU

12 in a carton, 23 lbs

DURHAM BATTERY OPERATED
"ELECTRONIC" CASH REGISTER

Lighted readout window, 12 working keys with realistic buzzer sound. Permanent on-off power key. Bright power light, automatic sliding cash drawer with ringing bell. Manual tape dispenser play included. Uses 2 "D" cell batteries (not included).

Our No	Unit	No	List	Sell
653-9118	Ea	5448	15.79	AUTL

12 in a carton, 28 lbs

GALOOB WIND-UP MINI ROBOT



Individually window boxed and assorted in bright metallic colors. See it walk!

Our No	Unit	No	List	Sell
623-2896	Ea	4034	2.19	ADL

Individually Boxed, 1/4 lb.

GALOOB WIND-UP UFO SPACE SHIPS

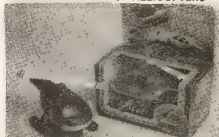


Two assorted styles of UFOs feature turning antennae and U-turn action.

Our No	Unit	No	Each	Disp
023-2835	Disp	1921	1.98	ATNL

12 in a display, 18 lbs

"GALOOB 7" WIND-UP HELICOPTERS



Assorted copters feature realistic sound and turn-a-round action

Our No	Unit	No	List	Sell
623-3050	Ea	4031	2.89	ANZ

One in a box, 1/4 lb

AVIVA PEANUTS MOTORIZED TOY



- Assortment of 3 Styles -

Includes Snoopy as the Flying Ace, Woodstock in his nest and Charlie Brown. Just a push and they go forwards or backwards via friction action

Our No	Unit	No	Each	Asst.
322-6792	Asst.	500	3.29	TDZS

3 in a carton, 7 1/2 lbs

AVIVA CLIMBING WOODSTOCK



- Spring Action Toy -

Mechanical action toy made of high impact plastic. Pull string, Woodstock climbs up and down the string, wings move and chirping sound is heard

Our No	Unit	No	List	Sell
685-3824	Ea	667	3.39	BXL

Twenty-four in a ctn., 9 1/2 lbs

AVIVA PEANUTS PARACHUTE AND PLANE



As the plane flies, Snoopy, as the Flying Ace, drops and floats gently down to earth in his own parachute. The plane is decorated with bright, attractive graphics and the toy comes complete with plane and parachute.

Our No	Unit	No	List	Sell
622-7110	Ea	650	4.49	ZUB

36 in a carton, wt. 12 lbs.

IMPORTED TOYS

AVIVA SNOOPY COPTER



- Fun For Children in Outdoor Areas -

Made of high impact plastic and comes complete with Snoopy, Charlie Brown and dog house launchers. Place Snoopy in slot on top of dog house, pull the string, props twist and Snoopy flies through the air.

Our No	Unit	No	List	Sell
685-3519	Ea	600	4.98	ZXB

Twenty-four in a ctn., 11 lbs

AVIVA DIE-CAST METAL TOYS



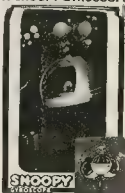
- Destined To Become Collectors Items -

Assortment includes Snoopy piloting his bi-plane, engineering locomotive, driving fire engine, behind controls of racer and touring in sports car

Our No	Unit	No	Each	Asst.
385-3959	Asst.	700	5.49	DTZA

Twelve in an asst. 5 1/2 lbs.

AVIVA SNOOPY GYROSCOPES



- Assorted, 3 Styles -

Made of high impact plastic, comes with pull cord and balancing stand. Assortment includes Snoopy, Charlie Brown and Woodstock.

Our No	Unit	No	List	Sell
685-3196	Ea	400	5.09	ZDA

Twelve in a ctn., 6 lbs

AVIVA SNOOPY DIE-CAST BI-PLANE

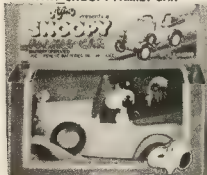


Snoopy in his Bi-plane is available as a separate individual item.

Our No	Unit	No	List	Sell
622-7201	Ea	701	5.98	DUX

48 in a carton, wt. 24 lbs

AVIVA SNOOPY FAMILY CAR



Operates On 2 Pen Light Batteries (Not Included)

Made of high impact plastic. Characters with Snoopy in car include all Peanuts gang. Car has mystery action of bump and go. When it hits wall or any stationary object it automatically swivels and moves in another direction. Headlights shine.

Our No	Unit	No	List	Sell
685-4335	Ea	2700	12.39	VZA

Twelve in a ctn., 13 lbs.

AVIVA PEANUTS GRAVITY RACEWAY



- No Batteries Necessary -

Designed so that the action is fast and fun. Complete with 7 tracks, 4 racing cars, starting gates and raceway sign

Our No	Unit	No	List	Sell
685-4426	Ea	990	14.39	NLU

Indv Boxed, 12 in a ctn., 24 lbs

GALOOB B/O DC-10 JET PLANE

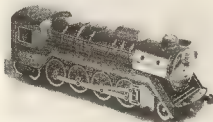


Lighted engines, stop and go action, and lighted cockpit 12" long; metal and plastic. 2 C cell batteries

Our No	Unit	No	List	Sell
644-9037	Ea	1979	9.29	LBU

Individually boxed, ¾ pound

GALOOB 10" BATTERY OPERATED WINDY EXPRESS TRAIN



- 3 Assorted Colors -

All metal construction, featuring mystery action, realistic whistle sound, working headlight Uses 2 D cell batteries.

Our No	Unit	No	List	Sell
685-1265	ea	7254	10.29	LVL

24 in a carton, 24 lbs

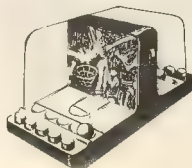
GALOOB BATTERY OPERATED REMOTE CONTROL BMW TURBO



Sleek design and four way remote control action - forward, reverse, left and right. Operates on D cell batteries

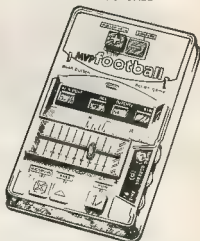
Our No	Unit	No	List	Sell
623-3019	Ea	4007	10.98	SZX

36 in a carton, 36 lbs.



GALOOB IMPORTED TOYS

GALOOB M.V.P. FOOTBALL



It looks like electronic football, it plays like electronic football, but costs less

Our No	Unit	No	List	Sell
684-7172	Ea	5004	12.25	VAS

24 in a carton, 15 lbs.

GALOOB 12" BATTERY OPERATED DRUMMING BEAR



As plush bear beats his drum, his body twists and his head moves from side to side Uses 2 D cell batteries.

Our No	Unit	No	List	Sell
611-2171	Ea	8104	21.49	ADZX

Individually boxed, ½ lb.

GALOOB M.V.P. BASKETBALL

- Two Players -

Each court scores automatically when a basket is made. Electronic buzzer sounds each basket and when one player scores thirty points, buzzer stays on until reset. Uses 1 C cell battery.

Our No	Unit	No	List	Sell
684-7180	ea	5005	15.29	AUBU

12 in a carton, 18 lbs

GALOOB BATTERY OPERATED DRUMMING MONKEY

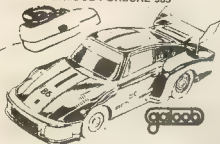


Cute plush Gorilla bangs out turn as he plays his drums while keeping time with his symbols Uses 2 D cell batteries

Our No	Unit	No	List	Sell
623-3183	Ea	7015	23.89	ATNZ

12 in a carton, 24 lbs

GALOOB PORSCHE 935



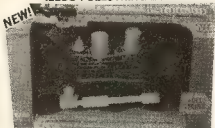
- Scale 1:16 -

5 function, start/stop, forward-reverse, proportional left and right steering. 2 colors, raceable - two frequencies Range 60 foot Uses 4 C cell and 1 9 volt batteries.

Our No	Unit	No	List	Sell
685-1299	Ea	1010	46.98	ZAZX

12 in a carton, 12 lbs

ILLCO PULLSTRING LOCO



Pull String in rear of loco, releases motor as train moves along with wheels chugging, accompanied by train noise

Our No	Unit	No	List	Sell
624-4354	Ea	67/3	6.98	DLS

24 in a carton, wt. 30 lbs.

ILLCO PULLSTRING FIRE ENGINE

NEW!

—Illustration Not Available At Time Of Printing—

Pull String in rear releases motor so fire engine moves ahead with wheels turning and siren sounding

Our No	Unit	No	List	Sell
625-2854	Ea	67/2	6.98	DLS

24 in a carton, wt. 30 lbs

ILLCO WIND UP ACTION
WOODY WOODPECKER

NEW!

—Illustration Not Available At Time Of Printing—

- 8½ x 5 x 5 -

Kids will have loads of fun chasing woody as he hops around the room. Brightly colored plush with vinyl head

Our No	Unit	No	List	Sell
625-3207	Ea	37/3350	6.98	DLS

36 in a carton, wt. 27 lbs

ILLCO MUSICAL WALKING MICKEY MOUSE,
DONALD DUCK & WOODY WOOD PECKER
NEW!

—Illustration Not Available At Time Of Printing—

- 6½ x 4 x 2½ -

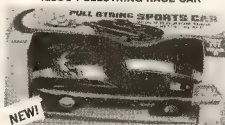
Wind up musical Mickey and his friends and start on and off switch. They walk and wobble from side to side while cheerful music is played

Our No	Unit	No	List	Sell
623-8596	Ea	37/3329	8.98	LUX

36 in a carton, wt. 27 lbs

IMPORTED TOYS

ILLCO PULLSTRING RACE CAR



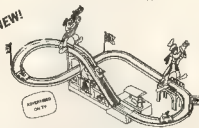
Pull String in rear of car release motor for car to speed along with engine sound.

Our No	Unit	No	List	Sell
625-3140	Ea	67/4	6.98	DLS

24 in a carton, wt. 30 lbs

ILLCO MICKEY MOUSE FUN CASTLE
ROLLER COASTER

NEW!



Watch Mickey, Donald and Goofy go up the ramp, and coast down Continuous action Uses 2 "C" batteries (not included)

Our No	Unit	No	List	Sell
623-8448	Ea	37/1901	19.98	AZZZ

12 in a carton, wt. 24 lbs.

JAK-PAK WATERGUN ASSORTMENT



36 assorted water guns, prepriced at 49c, 69c, 79c and 1.00

Our No	Unit	No	List	Sell
011-5816	Disp	0424/28	29.76	ANVT

36 in a display, 3 lbs

JAK-PAK \$1.29 PREPRICED TOY ASST.



- 6 Each of 8 \$1.29 Prepriced Assorted Toys -

Our No	Unit	No	List	Sell
311-5755	Asst	7118	61.92	DAZU

48 pieces in an assortment, 7 lbs.

JAK-PAK \$1.00 PREPRICED TOY ASST.



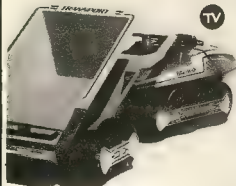
- 6 Each of 8 \$1.00 Prepriced Assorted Toys -

Our No	Unit	No	List	Sell
311-5714	Asst	7108	48.00	ZBUX

48 pieces in an assortment, 7 lbs

BRADLEY BIG TRAK TRANSPORT

TV



- Ages 8 to Adult -

Hooks up to Big Trak's electronic circuitry. Hauls loads and suddenly dumps them on a pre-programmed command. One 1.5 volt D battery required, not included.

Our No	Unit	No	List	Sell
642-9492	Ea	4956	19.75	AZAS

4 in a carton, 15 lbs.

ELECTRONIC TOYS

BRADLEY STAR BIRD INTRUDER

TV



- Ages 7 to 14 -

Engine sound changes automatically depending on the position of the craft. Laser ports flash and a battle howl sounds, when the trigger is pulled. Laser light bouncing off any reflective surface results in loud whooping sounds. Responds to enemy fire by sputtering when hit head-on by laser beams from other Intruders or Avengers. Features a detachable body and adjustable wing flaps. Contains Detachable Star Bird Intruder craft and unassembled reflecting target. One 9 volt battery required, not included.

Our No	Unit	No	List	Sell
642-9757	Ea	4957	36.59	BDXA

4 in a carton, 15 lbs.

BRADLEY STAR BIRD AVENGER

TV



- Ages 7 to 14 -

Computer controlled engine whine accelerates for climbing, rays down for descent. Push button for laser light and battle howl. Hit the reflective target with the laser, and Avenger whoops wildly as a reward. Engine starts sputtering when craft is hit head-on by the laser of any other Avenger or Intruder. Contains Detachable Star Bird Avenger craft, unassembled reflecting target. One 9 volt transistor battery required, not included.

Our No	Unit	No	List	Sell
642-9963	Ea	4960	36.59	BDXA

4 in a carton, 15 lbs.

BRADLEY STAR-BIRD



Ages: 7 to 14

Amazing electronic toy allows youngsters to command their very own space-ship. Realistic engine whine accompanies Star-bird on its imaginary missions through space, and the sound changes depending on the position of the craft. As you push the "fire" button, the "laser ports" light up and Star-Bird screams past with a "firing" sound. Star-Bird is handsomely styled for more realistic, exciting play.

Our No	Unit	No	List	Sell
656-0577	Ea	4852	26.69	ASVU

4 in a ctn., 14 lbs.

MILTON BRADLEY POCKET SIMON

NEW!



Ages: 7 to Adult

For 1 or more Players

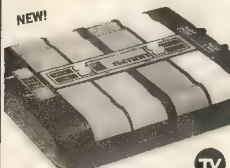
Miniature version of the world's most famous electronic game. Plays just like Simon, complete with colors, sounds and the famous Razz. Takes one 9 volt and 2 A batteries, not included.

Our No	Unit	No	List	Sell
634-2877	Ea	4046	30.98	BULS

4 in a carton, 4 lbs.

MILTON BRADLEY SUPER SIMON

NEW!



TV

Ages: 7 to Adult

For 1 or more Players

Repeat ever-increasing color and sound sequences that change with every turn. Or try to follow Super Simon at the same time he spews out his colors and sounds. Takes one 9 volt and 2 D batteries, not included.

Our No	Unit	No	List	Sell
634-3164	Ea	4050	61.29	DUVX

4 in a carton, 14 lbs.

BRADLEY SIMON

TV



Ages: 7 to Adult

For 1 or more Players

Test your concentration with this challenging electronic game with its randomly generated sequences of sound and colored light. You must repeat Simon's sequences exactly, even as he adds yet another color and sound for you to remember. Eventually your memory will make a slip, and Simon's electronic "razz" will inform you that you've been eliminated. Simon offers three different types of game play.

Our No	Unit	No	List	Sell
656-0569	Ea	4850	48.39	ZBXV

4 in a ctn., 15 lbs.

PROLL 12-PIECE MUSICAL INSTRUMENT ASSORTMENT


— 4 Each —

Looney-Tunes Sylvester Sax - Golden finish. 4 movable keys and 4 tuned reeds. 10" long.

Looney-Tunes Daffy Duck Clarinet - Shiny black plastic with movable ivory keys and 4 tuned reeds. 12 1/2" long.

Looney-Tunes Road Runner Trumpet - Engraved and embossed golden trumpet. 4 movable valves and 4 tuned reeds 9" long.

Our No	Unit	No	Each	Ass't
355-3393	Ass't	101	2.59	BUZT

12 in an assortment, 3 lbs.

PROLL WALT DISNEY CHARACTER SAX

15" long, mirror bright silver finish (lead free)... 8 tuned reeds. For right and left-hand playing. Packed in full-color Walt Disney identified Shrink-Pack. For children three years and older.

Our No	Unit	No	Each	Ass't
618-0210	Ea	486M	12-12 1/2	5.79
	Pk-Wt			ZVT

PROLL WALT DISNEY CHARACTER TRUMPET

14" long. Mirror bright metalized finish (lead free). 4 movable valves, 4 tuned reeds. Packed in full-color Walt Disney identified Shrink-Pack. For children three years and older.

Our No	Unit	No	List	Sell
618-0079	Ea	306M	5.79	ZVT

12 in a carton, 13 pounds

MUSICAL TOYS
PROLL BIG SOUND SAX

NEW!



15" Long For 3 Years and Up
Colorful plastic, 8 tuned reeds. Plays many songs. Keys arranged for right and left-hand playing in a suitable position. Songs and instructions on back of box.

Our No	Unit	No	List	Sell
653-8698	Ea	487	4.89	ZBL

12 in a carton, 9 1/2 lbs

PROLL BIG SOUND TRUMPET

NEW!



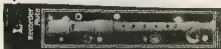
- 14" Long -

Colorful plastic, 4 movable valves, 4 tuned reeds. Plays all bugle calls and many songs. Songs and instructions on back of box. For children 3 years and older.

Our No	Unit	No	List	Sell
654-0983	Ea	307	4.89	ZBL

12 in a carton, 8 1/2 lbs.

NEW!

LAPIN FLUTE RECORDER


- Size: 12 1/2" Long -

Play a real tune on this beautiful instrument. Blister carded with instructions on the back.

Our No	Unit	No	List	Sell
637-9010	Ea	2802	3.19	BAZ

24 in a carton, 8 lbs

CARNIVAL COWBOY UKE

15 1/2" long, produces real ukulele tones, nylon strings, precision friction tuning pegs. Accurately fretted fingerboard and position marks. Marbelized body. Ivory face and head. Pick included. Shrink wrapped on card.

Our No	Unit	No	List	Sell
620-8268	Ea	60	2.99	BUX

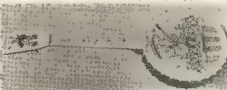
24 in a carton, 11 pounds.

CARNIVAL COUNTRY AND WESTERN BANJO


16 1/2" long. Marbelized body and ivory face and head. Nylon strings, precision friction, tuning pegs. Accurately fretted fingerboard and position marks. Pick included. Shrink wrapped on card.

Our No	Unit	No	List	Sell
649-9354	Ea	58	2.89	ANA

24 in a ctn., 11 lbs.

CARNIVAL MINSTREL BANJO


21 1/2" Long, With Nylon Strings

Decorated ivory face. Accurately fretted fingerboard with position marks. Precision friction on tuning pegs. Pick and instruction booklet included.

Our No	Unit	No	List	Sell
645-0043	Ea	280	5.69	ZVD

12 in a pkg., 12 lbs.

CARNIVAL COMBO GUITAR


Four string guitar. 21" long replica of cutaway guitar. Accurately fretted fingerboard with position marks. Precision friction pegs. Nylon strings. Black body and fingerboard with ivory colored face. Pick included. Shrink wrapped on card.

Our No	Unit	No	List	Sell
630-2202	Ea	244	3.79	BTX

12 in a ctn., 11 pounds.

**STRACO
MICKEY MOUSE TELESCOPE DISPLAY**


Three section sliding telescope with Disney characters design

Our No	Unit No	Each Disp
024-5787	Disp 76/12	1.89 BSAB

24 in a display, wt 8 lbs.

STRACO MINI FUN MATES DISPLAY


Wind up, whistling, moving racers, copters and planes.

Our No	Unit No	Each Disp
024-6942	Disp SB2	2.79 BXZX

12 in a display, wt. 9 lbs.

STRACO IMPORTED TOYS
**STRACO TUB MATES
GYRO BOAT DISPLAY**


Our No	Unit No	Each Disp
024-5522	Disp 9/687	1.98 ZANB

One display of 24, wt 4 lbs

STRACO JR GOLF SET


NEW!

Set complete with irons, tees, golf ball and bag.

Our No	Unit No	List	Sell
624-5559	Ea 225/5	4.89	ZAZ

96 in a ctn., wt 40 lbs

STRACO SPACE SAUCER


NEW!

Our No	Unit No	List	Sell
624-6375	Ea 62/3	5.59	ZSZ

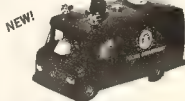
48 in a ctn., wt. 48 lbs

STRACO MICKEY MOUSE TOP DISPLAY


—Top With Plunger, 8" Size—

Our No	Unit No	Each Disp
824-5684	Ctn 76/63	3.75 ZUXU

12 in a ctn., wt. 8 lbs.

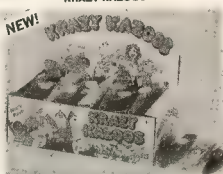
**STRACO BUMP-N-GO
EMERGENCY VAN**


NEW!

—Battery Operated—

Our No	Unit No	List	Sell
624-6185	Ea 6/300	7.89	TAZ

72 in a ctn., wt. 40 lbs

**STRACO
KRAZY KAZOOS**


Colorful plastic kazoo, really plays tunes. 9 x 5 x 3" Display

Our No	Unit No	List	Sell
025-3435	Disp 1039	9.12	LUV

48 in a display, 12 lbs.

JAK-PAK PREPRICED \$1.49 TOY ASST.



- 6 each of 8 Prepriced Assorted Toys -
 Our No Unit No List Sell
 311-5672 Asst 149-2 71.52 DSXU
 48 pieces in an assortment, 7 lbs.

JAK-PAK PREPRICED \$1.49 TOY ASST.



6 Each of 8 \$1.49 Prepriced Assorted Toys -
 Our No Unit No List Sell
 311-5623 Asst 149-1 71.52 DSXU
 48 pieces in an assortment, 7 lbs.

IMPORTED TOYS

JAK-PAK MAGIC, NOVELTIES & TRICKS



- For Children and Adults -

Be a magician, fool your friends with amazing magic tricks. Display contains 73 toys and tricks from 29¢ thru 79¢. Display size: 15" x 14" x 5".

Our No	Unit	No	List	Sell
055-4964	Disp	3597	35.97	BZNX

73 toys in a display, 3½ lbs.

JAK PAK
CAPTAIN KANGAROO
FLOOR DISPLAY

SS

Display of 103 Toys
 Contains assorted Captain Kangaroo identified toys ranging from 1.00 to 1.49. Set up size: 21½" wide x 56" high, (with pop-up sign) 21½" deep.

Our No	Unit	No	List	Sell
030-3222	Disp	2700	133.25	VXVX

103 toys in disp, 10 lbs.

JAK PAK STAR FORCE
FLOOR DISPLAY

SS

Display of 124 Toys
 Nine pocket floor display offers a large assortment of toys prepriced 79¢ to 1.49. Set up size: 21½" wide x 56" high, with pop-up sign, 21½" deep.

Our No	Unit	No	List	Sell
030-3321	Disp	5436	138.67	NBDN

124 toys in disp, 10 lbs.

STRACO SPEEDEE WHEELS DISPLAY



All metal die cast cars with spring suspension, size 3".

Our No	Unit	No	Each	Disp
024-5860	Disp	600	.98	ZBAL

48 in a display, wt. 6 lbs.

STRACO WIND-UP MOUSE DISPLAY



NEW!

Our No	Unit	No	Each	Disp
024-7031	Disp	22/2	1.19	NLU

12 in a display, wt. 18 lbs

STRACO TUB MATES DISPLAY



NEW!

—Wind Up Swimming Fish—

Our No	Unit	No	Each	Disp
024-5506	Disp	4/446	1.19	ANBU

 One display of 24, wt. 4 lbs.

HOLSTER SETS

GABRIEL LONE RANGER 11 PC. RIFLE & HOLSTER SET



- For Ages 4 to 10 Years -

Includes multi-action 250 shot repeating rifle, two die-cast repeating pistols with white grained grips, black Texhyde studded holsters, belt and buckle with Lone Ranger identification, traditional red neckerchief and steerhead slide, white Lone Ranger hat with 2 pads to ensure fit. Lone Ranger mask and adventure booklet

Our No	Unit	No	Pk-Wt	List	Sell
694-9499	Ea	29716	6-26	17.19	AXDS

GABRIEL CARSON CITY WESTERN RIFLE SET



Saddle brown set includes black trimmed Centennial rifle, two Texas Jr. pistols with two tone steerhead grips and cowboy vest featuring oval steer conchas. Double holster has inlay colored floral design pockets, comes with matching separate belt and die cast golden stallion buckle.

Our No	Unit	No	Pk-Wt	List	Sell
629-7675	Ea	27778	6-25%	5.98	DUX

GABRIEL DODGE CITY WESTERN RIFLE SET



Saddle brown texhyde holster with scroll design, slides on matching belt featuring molded steerhead buckle. Centennial rifle and Wrangler pistol with two tone grip. Red neckerchief with steerhead keeper completes outfit.

Our No	Unit	No	Pk-Wt	List	Sell
629-7709	Ea	27774	6-16%	10.19	LVU

ROTH AMERICAN OREGON TRAIL WESTERN RIFLE SET



Cap firing Western carbine rifle with die cast mechanism. Large double holster set. Two revolving, long barrel, repeater pistols. Play bullets, canteen neckerchief with slide, and Western belt and buckle

Our No	Unit	No	Pk-Wt	List	Sell
645-7657	Ea	5519	6-15	15.98	AULS

ROTH AMERICAN LIEUTENANT DETECTIVE SET



Features a realistic Tommy Gun with die cast metal cap firing mechanism. Silver cap firing die-cast repeater pistol with belt holster, adjustable belt and metal buckle, whistle, set of handcuffs and keys, large plastic badge and plastic billy club.

Our No	Unit	No	Pk-Wt	List	Sell
647-7897	Ea	9929	6-23	12.98	VLX

ESQUIRE SHERIFF BADGES



Our No	Unit	No	Each	Card
154-4865	Card	7910	.49	ZNL

12 on a card, 3/4 lb.

ESQUIRE PISTOL DISPLAY



Colorful counter display contains 6 ea. of 4 different cap pistols. Size of display 12x22"

Our No	Unit	No	Each	Disp
345-1971	Disp	7096	1.79	BVXU
24 in a display, 10 lbs.				

H-G CHIPS POLICE PLAY SET



- Includes Helmet -

Official CHiPs action set contains snub-nose magnum pistol with hammer action noise, sunglasses, waist holster and belt badge, handcuffs and keys, traffic tickets and I.D. card

Our No	Unit	No	List	Sell
654-1932	ea	934	13.98	NZX
24 in a carton, 15 lbs				

OHIO ART "WOLF" CAP GUN AND CAPS



4 1/2" Long, 3 1/2" High

Fine detailed, high quality snub nose 8-shot revolver with easy load, easy unload 60 super bang caps. Plastic gun is black with grey cylinder.

Our No	Unit	No	List	Sell
633-9576	Ea	707X	2.98	BUX

CAP PISTOLS & CAPS

KILGORE ALL WESTERN PISTOL COUNTER DISPLAY ASSORTMENT



24 Western and Detective assorted pistols consisting of 6 each of: Longhorn 50 shot repeater gun, Kit Carson 50 shot repeater, Private Eye 250 shot repeater, and Hawkeye 50 shot automatic gun

Our No	Unit	No	List	Sell
018-4671	Disp	7705/7305	2.29	ZSUX
24 in an assortment, 12 lbs				

KILGORE ZING-A-TOY CAP-FIRING PISTOL DISPLAY



Display Contains 60 Assorted Pistols. All pistols are of 50 shot repeater type, and individually skin packaged on color card. - Display Contains 12 Each -

Number	Item	Number	Item	
2040	- Junior Agent	2070	- Super Agent	
2050	- Special Agent	2170	- Lightning Kid	
2060	- Secret Agent			
Our No	Unit	No	List	Sell
038-9973	Disp	2010	59.28	ZNTD
60 in a disp., 16 lbs.				



KILGORE PERFORATED ROLL CAPS

Six No 150 boxes in sealed poly bag with header 30 rolls (1500 shots), perforated roll caps.

Our No	Unit	No	Bag	Case
914-7612	Case	1506	.89	DBST
72 bags in a case, 8 lbs				

KILGORE PERFORATED ROLL CAPS



5 rolls (250 shots) per box, 60 boxes in a package
For Repeating Pistols

Our No	Unit	No	Box	Pkg
019-4662	Pkg	150	.15	LUX
60 boxes in a package, 1 pound				

OHIO ART SUPER BANG CAPS



64 easy load, easy unload. Each cap enclosed in individual plastic cartridge. Use Nos. 707 and 711 Cap Guns.

Our No	Unit	No	Cd	Pkg
134-0629	Card	700	.49	ZX
12 cards in a pkg, 2 1/2 lbs.				

OHIO ART SUPER BANG DISC CAPS



For Ages 8 and Older

Use with 707 Wasp, 710 Nevada, 712 Chief and 720 Coyote cap guns. 8 shots per disc. 9 discs per blister card.

Our No	Unit	No	List	Sell
154-2992	Card	701A	.49	ZX
12 cards in a package, 1/3 lbs.				

DAISY B-B GUNS

DAISY CUB SPRING SIZZLER B-B GUN DISPLAY



Length 30 1/2"

Wood grained stock, 11" pull. Sights - post front, V slot rear. Gravity feed, 400 shot repeater. Made of heavy gauge steel and rugged parts.

Our No	Unit	No	Pk-Wt	Each	Disp
080-1886	Di sp-orf	1105	1-14	18.98	SLUB

DAISY 105 B-B GUN

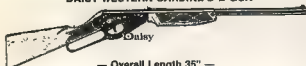


- 30 1/4" Long -

First gun to learn marksmanship and responsibility. For beginners ages 8 to 10 with adult supervision. Molded woodgrained. Positive magnetic feed system, easy loading port. 450 shot capacity. Lever action. Steel receiver and forearm. Muzzle Velocity: 275' per second (84 mps). Boxed.

Our No	Unit	No	Pk-Wt	List	Sell
620-5199	Ea	105	12-28	19.99	ABNZ

DAISY WESTERN CARBINE B-B GUN



- Overall Length 35" -

Old West saddle gun style, 700-shot gravity feed. Easy loading under-barrel magazine. Post front, adjustable rear sights. Simulated engraving on steel receiver.

Our No	Unit	No	Pk-Wt	List	Sell
620-5231	Ea	111	1-3	24.75	ALTU

DAISY RED RYDER COMMEMORATIVE B-B CARBINE



- Overall Length 35 Inches -

Lever-cocking, western carbine style with under-barrel, rapid-loading port. Woodstock and forearm. Saddle ring with leather thong. Woodburned, "Red Ryder" lariat signature on stock. Gravity feed, 700-shot repeating action with controlled velocity. Post front, adjustable "V" slot rear sights.

Our No	Unit	No	Pk-Wt	List	Sell
640-5575	Ea	1938	1-4	36.19	BDAD

DAISY PUMP B-B GUN



- 36" Long -

Smartly styled checker forearm and pistol grip. Special stock insignia. Adjustable rear sight. 860 shot repeater. Pre-trapped for Daisy, Eagle Eye 2-power scope.

Our No	Unit	No	Pk-Wt	List	Sell
657-1095	Ea	95	12-45	29.98	BUXU

DAISY SPITTIN' IMAGE B-B GUN



Has slim-line barrel, accurate buckhorn rear sight and ramp-type front sight. Carbine has 40 shot capacity, automatic spring feed repeater, 38" long.

Our No	Unit	No	Pk-Wt	List	Sell
658-1623	Ea	1894	1-4	41.85	BSNA

RIFLES

ESQUIRE LPL BRONCO RIFLE



24" Frontier Western Saddle Style
Clicker action rifle made of high impact materials. Authentically detailed with raised engraving on hand grip and rear stock.

Our No	Unit	No	Each	Disp
045-2334	Disp	7100	1.49	BDUX

24 in a disp., 7 lbs.

ESQUIRE WESTERN CAP RIFLE



—Overall Length 27"—

250 shot repeating cap rifle, reproduction of the Winchester 98 Carbine. Side door can be raised for easy cap loading

Our No	Unit	No	List	Sell
613-4183	Ea	7116	2.98	BUX

One in a box, wt. 1/2 lb

ESQUIRE BIG BRONCO RIFLE



—250 Shot Cap Gun, Length 32 1/2"—

Plated loading door and front ferrel, die cast metal cap firing mechanism with rapid fire lever action. Decorated with wood carvings on hand grip and stock. Well balanced and comfortable with cheek plate on stock.

Our No	Unit	No	Pk-Wt	List	Sell
545-2809	Ea	7120	12-15	4.98	ZXB

PARRIS DOUBLE BARREL PISTOL



—Wood & Steel, Die Cast Mechanism—

Will fire caps. Double hammer action fires one at a time with single trigger, 12" long.

Our No	Unit	No	List	Sell
637-6446	Ea	2000	7.98	TXZ

6 in a ctn., wt. 6 lbs

PARRIS OVER & UNDER PISTOL



—Approx. 9" long—

One piece wood stock, handsomely finished with pecan stain and electrostatically sprayed hot lacquer. Brass barrel band, metal die cast hammer and trigger assembly.

Our No	Unit	No	Pk-Wt	List	Sell
642-1614	Ea	1900	12-10 lbs	A70	ZAV

PARRIS WESTERN SINGLE SHOT CORK SHOOTER



Rugged, realistic western style rifle shoots standard cork stoppers. High quality wood stock with fine satin finish. Blued steel mechanism with safe "no-pinch" cocking lever, safety plug in barrel. 10 No. 3 regular corks included, 24" long.

Our No	Unit	No	Pk-Wt	List	Sell
642-1689	Ea	10	6-8 lbs	4.89	ZBS

PARRIS WESTERN SMOKER



—27" Long—

Exciting action makes noise and smokes. Wood stock, blued steel mechanism. Safety "no-pinch" cocking lever. Metal "telescope" sight with safety eye lever.

Our No	Unit	No	Pk-Wt	List	Sell
629-8327	Ea	80	6-11 1/2 lbs.	5.60	DXD

PARRIS WESTERN CORK REPEATER



—With 10 cork balls—

Six-shot repeater shoots No. 3M cork balls as fast as the cocking lever can be operated. Wood stock with blued steel mechanism. Metal "telescope" sight with safety eye protector. Web sling, 27" long

Our No	Unit	No	Pk-Wt	List	Sell
642-1671	Ea	T-2A-R	6-11 1/2 lbs.	6.89	DLA

PARRIS KADET BOLT ACTION TRAINERIFLE



Rugged realistic wood and steel version of famous 1903 Springfield Rifle. Operating bolt action with permanently affixed wooden bullet and clicker trigger. Heavy duty army style with adjustable web sling.

Our No	Unit	No	Pk-Wt	List	Sell
642-1655	Ea	K 21	6-14 1/2 lbs.	7.39	DNB

PARRIS KENTUCKY RIFLE



—37 1/2" Long—

Solid one piece wood stock with walnut finish and brass trim. Will fire caps (not included)

Our No	Unit	No	Pk-Wt	List	Sell
616-3786	Ea	1731	6-14 lbs.	8.89	TNS

DURHAM HAND OPERATED SEWING MACHINE



— With Holly Hobbie Motif —
“Old Fashioned” sewing machine
styling. Individually packed in window
display box.

Our No	Unit	No	List	Sell
682-2852	Ea	5820	9.19	LAL

Twelve in a ctn., 21 lbs.

DURHAM CORDLESS ELECTRIC SEWING MACHINE



— 9" Long —

Operating foot pedal, thread holder is
located in concealed compartment. Storage
area holds extra thread, needles and needle
threader. Uses 4 “D” cell batteries (not
included)

Our No	Unit	No	List	Sell
653-0232	Ea	5812	15.59	AUZN

12 in a carton, 24 lbs.

NEW!



PLAYHOUSE ACCESSORIES

WESTERN LITTLE GEM SEWING MACHINE

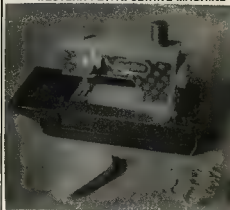


New unique design sews no-ravel chain
by turning the hand wheel in either direc-
tion. Teaches basic understanding of sew-
ing techniques. Comes with an extension
table, extra needle, needle threader, and
complete operating instructions. Made of
high-impact plastic and steel. 7½" x 5
3/8" x 3 5/8"

Our No	Unit	No	List	Sell
620-1677	Ea	6103	9.19	LAT

12 in a ctn, 18 lbs.

WESTERN PETITE SEWING MACHINE



— Hand Or Battery Operated —

Sews tight chain stitches that won't pull out
easily. Foot pedal and tension control make it
easy to sew smooth, even seams. Extension
table, 2 needles, thread, needle threader. Uses
2-D batteries (not included) 10½" x 4½" x 6½".
Complete operating instructions included.

Our No	Unit	No	List	Sell
646-6536	Ea	6110	16.98	AXZS

12 in a ctn., 20 lbs

WESTERN PETITE LOCKSTITCH SEWING MACHINE

Ages 8 Years and Older 11" x 10" x 5" high

Operated by four D size batteries (not
included) or by hand. Has built-in table clamp,
safety presser foot and foot lifter. Adjustable
tension dial, bobbin and bobbin winder,
needles, needle threader, thread, foot pedal
and instructions. Made of hi-impact plastic and
steel. With fitted snap-on carrying case.
Includes complete Butterick pattern.

Our No	Unit	No	List	Sell
622-6781	Ea	6127	55.99	ZSDU

12 in a carton, 13 lbs.

WOLVERINE IRONING SET



Steel ironing board, 20" top, decorated
with pre-school art, and non-electric iron,
each set shrink packed.

Our No	Unit	No	List	Sell
618-2257	Ea	416	8.49	DZX

12 in a carton, 20 pounds

WOLVERINE LIL BO PEEP IRONING BOARD



— Size of Top: 27½" long, 8½" wide —
Lil Bo Peep scenes decorate steel top,
plated tubular legs fold completely
within top. Legs have rubber tips.

Our No	Unit	No	List	Sell
621-4688	Ea	28	7.65	TAU

6 in a carton, 16 lbs.

WOLVERINE BO PEEP NON-ELECTRIC IRONING SET



All steel ironing board with folding
legs, lithographed steel top, 27½" long.
Non-electric chrome iron, 6½" long.
Foam pad and silicone cover.

Our No	Unit	No	List	Sell
618-9518	Ea	421	12.75	VTU

6 in a carton, 22 lbs.

OHIO ART POLLY PRETTY'S TOY IRON



Pretend iron has plastic handle and knobs. Coiled stretch cord, 7-3/8".
 Our No. Unit No. List Sell
 613-7541 Ea 220 3.18 BAZ

HOT VERINE
PLAY IRON

Big anti-electric iron in a stackable display package. Curly stretch cord with suction cup. Colorful enameled hood. Movable control in streamlined handle.

Our No. Unit No. List Sell
 621-5495 Ea 301 1.98 AZX

Twelve in a carton, 5 pounds.

NEW EDITION TOY KIT MOP

Colored rayon yarn, 28" candy-striped handles.

Our No. Unit No. Ea Bdlr
 580-1907 Bdlr 2030 1.39 AXA

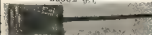
12 in a bdlr, 5 lbs.

NEW EDITION TOY BROOM

2-See corn broom. Candy-striped handles, 30" long.

Our No. Unit No. Ea Bdlr
 537-7981 Bdlr 2002 1.59 ABSB

12 in a bundle, 3 lbs.

NEW EDITION Little Miss Beary
BROOM SET

Thirty broom set includes dust pan and apron.

Our No. Unit No. List Sell
 646-2642 Ea 2511 2.18 ADL

24 in a carton, 16 lbs.

PLAYHOUSE ACCESSORIES

NEW EDITION MOPS & BROOMS



Contains 12 each of brooms, dust mops and wet mops.

Our No. Unit No. Each Disp.
 012-9270 Disp 2253 1.59 ZVTD

26 in a display, 14 lbs.

NEW EDITION LIL BO SWEEP CLEAN UP SET



Carpet sweeper, dust mop, wet mop, dust pan.

Our No. Unit No. List Sell
 618-3331 Ea 2610 7.29 DVL

12 in a carton, 21 lbs.

NEW EDITION "JUST LIKE MOM'S"
LITTLE HELPER SET

Housecleaning set includes plastic broom, wet mop, dust mop and dust pan.

Our No. Unit No. List Sell
 646-2756 Ea 2529 3.59 BOU

12 in a carton, 15 pounds.

ATF BETSY CLARK SINK

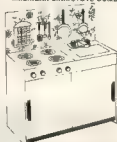


Laminated artwork on sliding lower doors, backboard and valence. Includes window sill, sink, plastic pump with movable handle, 31" high, 17 1/2" wide, 13" deep.

Our No. Unit No. List Sell
 658-0429 Ea K317 24.98 ALXS

One in a carton, 16 pounds

AMERICAN SINK/STOVE COMBO



Sink/stove combination constructed of wood and hardboard. Beautifully finished in maple and harvest gold with full-color laminated backboard. Features plastic knobs and sink sliding doors with storage shelf. Size: 27" x 13" x 31 3/16" high.

Our No. Unit No. List Sell
 695-8276 Ea K305 23.18 SXAZ

1 in a carton, 15 lbs.

AMERICAN CHALLENGER 1
WOODBURNING SET

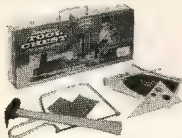
- 16" x 10" x 1" deep -

Each set includes UL Wonder Pen, extra point, 8 plywood plaques, water colors, paint brush, paint mixing dish, sandpaper, color foil and complete instructions.

Our No	Unit	No	List	Sell
645-7410	Ea	130	8.79	TVS

12 in a carton, 15% lbs.

AMERICAN TOOL SET



- Ages 3 - 6 -

Sturdy steel carrying case. 12 1/2" x 5" x 2-1/8". Contains all tools pictured.

Our No	Unit	No	List	Sell
646-8276	Ea	401	6.69	DXL

12 in a ctn., 20 lbs.

AMERICAN STARTER TOOL SET



- 9 Pieces -

Set includes, hammer, spring steel saw, square, pliers, screwdriver, ruler, sandpaper, pencil and manual. All packed in 14" litho steel box. Size: 14" long x 5 1/2" wide x 2 1/4" deep

Our No	Unit	No	List	Sell
646-8409	ea	419	8.49	TLS

12 in a carton, 26 lbs

CRAFTS AND TOOL SETS

AMERICAN TOY 14 PC. SENIOR TOOL SET

NEW!



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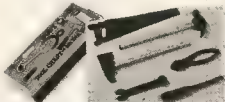
- Size: 16 1/2" long x 8 1/2" wide x 3 1/2" deep -

The complete tool selection for the young builder. Set includes, coping saw and 2 extra blades, spring steel saw, hammer, square, 2 screwdrivers, ruler, wrench, pliers, mallet, sandpaper and tool manual.

Our No	Unit	No	List	Sell
634-8890	Ea	420	13.98	NZX

6 in a carton, 21 lbs.

OHIO ART METAL TOOL CHEST



Lithoed metal box has recessed wire handle in top. 8-1/8" x 3 3/4" x 1 1/2". Six vinyl tools included.

Our No	Unit	No	List	Sell
641-6986	Ea	660	2.59	ASZ

12 in a carton, 8 pounds.

R. & S. TOOL BELT



Large tools with pouch and belt. Set contains Pliers, Pipe Wrench, Screwdriver, Hammer and Wrench.

Our No	690-9360
Unit	Ea
No	15
Pk-Wt	72-5
List	2.98
Sell	BUX

R. & S. TOOL BELT



Top grain pouch with metal tools. Set contains Hammer, Pliers, Screwdriver and Ruler.

Our No	690-9386
Unit	Ea
No	24
Pk-Wt	36-45
List	5.19
Sell	ZDT

R. & S. TOOL BELT



Large plastic tools. Set contains Pliers, Pipe Wrench, Hammer, Screwdriver, and Wrench.

Our No	690-9352
Unit	Ea
No	12
Pk-Wt	72-12
List	1.89
Sell	ABL

R. & S. TOOL BELT



Large tools with pouch, belt and light. Set contains Pliers, Screwdriver, Hammer, Pipe Wrench and Wrench.

Our No	690-9378
Unit	Ea
No	19
Pk-Wt	72-50
List	3.98
Sell	BLS

ARROW DISNEY LEATHER KITS



Assortment contains 30 kits of 6 different styles in counter display. Wonderful World of Disney leathercraft kits with rub and wear resistant Disney characters already applied to leather. Different styles are coin purse, luggage i.d. tag, pendant, bracelet, key tag, and key case.

Our No	Unit	No	List	Sell
031-0896	Disp	A1100	1.39	BVUA

30 in a Display, 3 lbs

CRAFTS

ARROW 16" JEWEL BOX LAMP



— 5 1/2" High, 4 1/4" Wide, 8 1/2" Long —

Vanity lamp and jewel box 16" overall height. Holders for earrings, drawers for knick-knacks. Patchwork design shade and matching drawer fronts. Easily assembled. Complete with high impact molded plastic parts. Wire shade form. Preassembled electric cord and socket unit, lacing. Light bulb not included. Easy to follow instructions. Adult guidance recommended for children under 10 years of age. U.L. Approved.

Our No	Unit	No	List	Sell
655-6856	Ea	1501	20.99	ADUT

6 in a carton, 15 lbs

ARROW 16" CUSTOM VAN LAMP KIT WITH STORAGE COMPARTMENT



— Van Size 5 1/2" High, 6 1/4" Wide, 11 1/2" Long —

Sliding door opens, easy to assemble. Complete with high impact molded plastic parts. Full color van design. Wire form shade with lacing. Preassembled electric cord and socket unit. Pressure sensitive labels. Easy to follow instructions. Light bulb not included. Adult guidance recommended for children under 10 years of age. U.L. Approved.

Our No	Unit	No	List	Sell
683-4386	Ea	1502	20.99	ADUT

6 in a carton, 15 lbs

NEW! ARROW PAINT-BY-NUMBER WOODSIGN MAKER



— Under 6 Years of Age —

Plaques are ready for painting with the 5 bright, non-toxic liquid acrylic paints included in this set. With the plaques come paint brush, sandpaper, a few key chains, hanger cord, and easy to follow, illustrated instructions. Kids can make 18 items to display and use proudly. 8 plaques measure 7 1/2" x 3", 10 plaques measure 5 1/4" x 3"

Our No	Unit	No	List	Sell
622-0263	Ea	506	5.99	DUD

6 in a carton, 9 lbs.

ARROW ELECTRIC BALL CLOCK



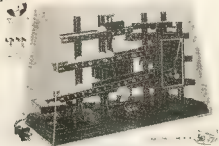
— 5 1/2" Deep x 9 1/4" Long x 8" High —

Precision made timepiece consists of 110V motor, 8" electric cord, (all U.L. Listed) rotating clock pendulum, plastic molded tracks that snap-fit together. About 32 nickel plated steel balls roll in the tracks. Plastic dust cover. Electric pendulum rotates, scoops up 1 ball every minute. Simple instructions. Adult guidance recommended for children under 10 years of age.

Our No	Unit	No	List	Sell
655-6575	Ea	675	37.79	BTBU

3 in a carton, 12 lbs

NEW! ARROW GOLF BALL CLOCK



— Size: 16 1/2" x 11 1/4" x 8" —

A quiet, accurate timepiece and a most unusual way of telling time. The electric pendulum delivers a ball to the upper rail, every minute, exactly. One ball rolls to the second rail every five minutes and after every hour, one ball rolls to the third rail. This motion continues for 12 hours when balls automatically return to start all over again.

Our No	Unit	No	List	Sell
622-0958	Ea	671	77.89	TANL

2 in a carton, 15 lbs.

LIONEL TRAIN SETS

LIONEL CHESAPEAKE FLYER



Set includes: die-cast 4-4-2 steam engine, tender, tank car, gondola with canisters, box car, hopper, caboose, girder bridge, road sign set, manual uncoupler, smoke fluid, transformer, and 27" x 54" oval layout.

Our No	Unit	No	Pk-Wt	List	Sell
610-9458	Ea	6-61052	4-62	188.75	ABTVN

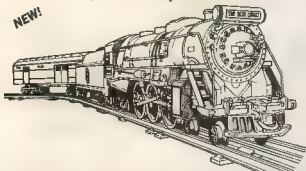
LIONEL PENNSYLVANIA STEAM SWITCHER



Die-cast, working headlight, back-up light, remote-control forward-neutral-reverse and remote-control couplers and powerful Pullmor motor.

Our No	Unit	No	Pk-Wt	List	Sell
647-2864	Ea	6-8506	1-4	81.98	TDLV

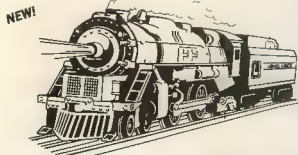
LIONEL ENGINE/TENDER



The Electronic mighty sound of steam, smoke, magnetic traction, working headlights, transformer controlled forward, neutral, reverse Pullmor motor, die-cast body.

Our No	Unit	No	Pk-Wt	List	Sell
624-0923	Ea	6-68001	3-9	87.50	TVDB

LIONEL STEAM ENGINE AND TENDER



Die-cast steam engine and tender features: The Electronic Mighty Sound of Steam, working headlight, smoke, transformer controlled forward and reverse, Pullmor motor and die-cast body.

Our No	Unit	No	Pk-Wt	List	Sell
624-1079	Ea	6-68800	3-18	147.98	NVSU

LIONELCROSS COUNTRY EXPRESS SET

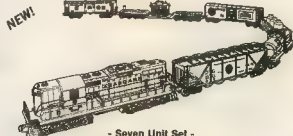


- 7 Unit Set -

A powerful GP-20 Diesel with Toledo, Poona & Western markings Set includes. Silver painted truck sets, working headlight, illuminated number plates, transformer controlled forward, neutral, reverse, operating knuckle coupler front and rear, metal trucks, wheels, handrails, chassis, Lionel Pullmor motor, 14 1/2" length. Eight curved and six straight track sections make a big 54" x 27" oval layout. Includes a powerful UL listed transpac, lockon and wires to complete the set.

Our No	Unit	No	Pk-Wt	List	Sell
624-0865	Ea	6-61072	4-50	259.98	ASZDU

LIONEL MID-ATLANTIC LIMITED TRAIN SET



- Seven Unit Set -

Features operating couplers and die cast metal trucks on all rolling stock. Joshua Lionel Cowen car is included as a commemorative of his 100th birthday Set includes. SD-9 engine, Joshua Lionel Cowen box car, lighted bay window caboose, Sinclair gas tank car, die cast depressed flat car, Gondola, and covered hopper. Set does not include track or transformer.

Our No	Unit	No	Pk-Wt	List	Sell
624-0824	Ea	6-61071	4-42	398.00	BLTDS

LIONEL OPERATING ACCESSORIES



Assortment contains 2 each of the following:

No. 6-2140 Banjo Switch—Sign swings while red light flashes, die-cast, 7 1/2" high.

No. 6-2152 Automatic Crossing Gate—Gate lowers and red lights turn on when train nears, raises when it passes.

No. 6-2154 Automatic Highway Flasher—Red lights flash alternately, stop when train passes

Our No	Unit	No	Pk-Wt	List	Sell
324-1254	Asst	6-62196	1-5	24.75	NXUX

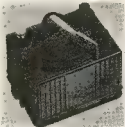
LIONEL MECHANICAL CROSSING GATE



Activated by weight of train, lowering as train approaches and rising after it passes.
 Our No Unit No List Sell
 610-9581 Ea 6-2310 6.98 DLS

Individually boxed, 4 lb

50 WATT TRANSFORMER



50 watt, 115 volts AC, 60 Hz. With built-in automatic circuit breaker to guard against overload. Plus a forward-reverse button. Features new safety plug. UL listed.

Our No Unit No List Sell
 657-4107 Ea 6-4651 32.75 BAVD
 1 in a box, 3 pounds.

TRAINMASTER TRANSFORMERS



Multi-Control Safety Transformer
 13,300 Scale horsepower. 90 watt, 115 volt, AC, 60 cycles. Left hand lever controls train speed. Right hand lever controls train direction and whistle. Two fixed voltages for accessories. Enough power to control two trains. Has built-in automatic circuit breaker. Listed by UL.

Our No Unit No List Sell
 622-3184 Ea 6-4090 79.49 YZUX

One in a box, 4 pounds

TRAIN SET ACCESSORIES

"027" STRAIGHT & CURVED TRACK



No. 6-5018 Full Straight Track



No. 6-5013 Full Curve Track

Our No Unit No List Sell
 - Straight Track - 8 1/4" long -
 110-9602 Card 6-5017 3.10 BUL
 4 on a card, 24 cards in a carton, 12 lbs.

622-2822 Ea 6-5018 1.05 SU
 100 in a carton, 11 lbs

Our No Unit No List Sell
 - Curved Track - 9 1/4" Long -
 622-2814 Ea 6-5013 .95 LZ
 200 in a carton, 25 lbs.

HALF SECTION

Our No Unit No List Sell
 - Curved Type -

622-1170 Ea 6-5014 .95 LZ

- Straight Type -
 622-0289 Ea 6-5019 .69 DL
 12 in an envelope, 1/2 lb.

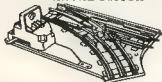
"027" & "0" GAUGE LOCKONS



Our No Unit No List Sell
 Non-Illuminated
 622-2871 Ea 6-2900 1.10 .73

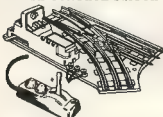
Individually packed.

MANUAL SWITCH



Our No Unit No List Sell
 Left Hand
 622-1352 Ea 6-65021 16.69 AXAZ
 Right Hand
 622-1345 Ea 6-65022 16.69 AXAZ
 Individually Boxed

REMOTE CONTROL SWITCH



Our No Unit No List Sell
 Left Hand
 622-0917 Ea 6-5121 25.98 ASZX
 Right Hand
 622-0909 Ea 6-5122 25.98 ASZX

Individually boxed, 1 lb.

"027" 90-DEGREE CROSSOVER



Our No Unit No List Sell
 622-2830 Ea 6-5020 6.49 DZX
 One in a box, 1 lb.

45-DEGREE CROSSOVER



Our No Unit No List Sell
 622-0313 Ea 6-5023 7.29 DVL
 One in a box, 11 lbs.

TRESTLES AND BRIDGES



Trestle Set - 10 sturdy piers for making and extending overhead layouts. Each pier 4 1/2" high.

Our No Unit No List Sell
 622-1063 Ea 6-2111 9.69 LL

Six in a ctn., 10 lbs.

LIONEL GIRDER BRIDGE



- 10" long, 4 1/4" wide -

Ideal for single track operation. The base is metal

Our No Unit No List Sell
 610-9565 Ea 6-2214 6.19 DAZ

Individually boxed, 3/4 lb.

Mattel's Prime

g
of

Thanksgiving
the land of



Thanksgiving in the Land of Oz

© RLR ASSOCIATES, LTD.

This first for MATTEL is an animated TV special based on the ever popular story of the Wizard of Oz. Sponsored by MATTEL in its entirety.

Written and directed by internationally famous Romeo Muller whose pen has created many of the most successful animated specials in the last decade.

- THANKSGIVING IN THE LAND OF OZ is scheduled to be screened in prime time during Thanksgiving week. One of the most important retail weeks of the year.
- Expected to reach millions of families across the country.
- 5 MATTEL products will be featured in the commercials during the Thanksgiving special screening.

ing the Thanksgiving special screening.

- Should create massive consumer awareness for MATTEL products during the prime selling season.
- Make sure you're ready for the anticipated increase in demand this will create.

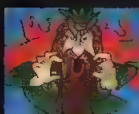
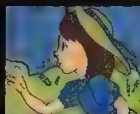
See 'n Say The Farmer Says



Love 'n Touch™ Baby



Time Special!



Don't wait. Call your MATTEL representative Today.

Eastern Region
(212) 594-9400

Central Region
(312) 297-4600

Southern Region
(214) 748-8081

Western Region
(213) 644-5521

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Hot Wheels® Service Center



See 'n Say® Talking Learning System



Barbie® Dream House



Welcome To The Wonderful 1980

A SE-2 Pro Action STRATEGY FOOTBALL. A highly sophisticated Generation IV electronic game in a dramatically styled stadium cabinet. Features separate offense and defense controls engineered to permit the truest head-on display of action. A real challenge to each player's ability of coordination in "sight," "sound" and "game savvy." A bonus feature is a 2-mode switch to a second equally challenging Space Ship Battle Game.

B SB-2 Pro Action STRATEGY BASEBALL. Make all the plays like the pros! Throw sliders, fast balls, slow balls. Throw the runner out at second, or third, or home plate. Offense on field action as you actually run the bases, steal a base (even home). Hear the swoosh of the bat against the ball and the stadium scoreboard play a victory tune and flash when you hit a homer.

C PRO-44 Pro Action FOOTBALL. A promotionally priced, Generation I, best seller. Featuring run-pass and kick controls. Multi-directional ball control with realistic electronic sound effects. Play on 2 skill levels. Smart voice, red hand held distinct.

D CH-3 THREE HAND HELED ELECTRIC GAMES that are battery oper-

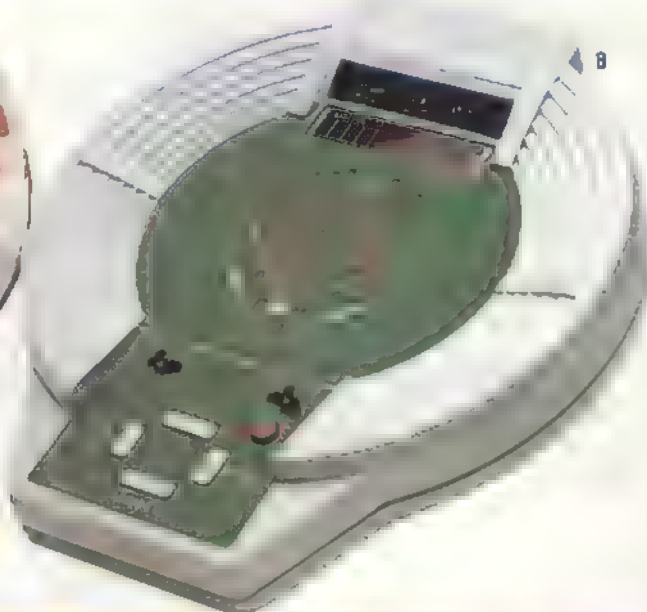
ated. Designed for the youngster who is not quite ready for the more sophisticated units. Scoring action is enhanced by "explosive" sounds and "flashes" of light.

E BB-1 SEYMOUR. A mind-twisting numbers game with up to 100,000 permutations. Break the computer programmed hidden code or set your own secret combination of 3, 4 or 5 numbers for an opposing player to decipher. AND a flick of the switch converts this game to a calculator.

F PN-10 ELECTRONIC COMPUTERIZED PINBALL GAME. When you hold this one in your hand you will enjoy all the features of a full size pinball game. A highly sophisticated, exciting game that requires much skill and dexterity. One or two players can play, but be careful, too much "body english" will cause the game to "tilt" and you will lose the ball. Always on "digital score," dual function "flippers," kick holes and gates, bonus lights, with live bumpers and sound effects to add to the realism.

G 776 TIGER HUNT. A battery-operated 14" long tiger charges and bounds as he roars along the floor. He stops, his eyes light up and he roars with rage when "hit" with the "laser" light beam of the 9" long Jungle Pistol included.

GENERATION IV STRATEGY FOOTBALL and STRATEGY BASEBALL



Electronic-Computerized



calfax Inc. "Come play with us" • 15 East 26th Street • N.Y., N.Y. 10010 • (212) 689-4424

Electronic Toy World of Calfax®

H. 9000 SPACE CHASE.™ This dramatic battery-operated 10" Space Ship stops and its rocket engines turn on bright red and white when hit with laser light beam from a futuristic styled 10" Laser gun included.

I. 1510 ELECTRONIC ORGAN. A full-sized 25 key computerized electronic unit, with sharps and flats and play back mode. Follow-The-Bouncing-Ball™ teaching method, plus 10 pre-programmed songs. Tempo, vibrato and volume control switches add to the versatility and fine play of this exciting instrument.

J. SG-3000 SONIC RAY GUN. The unique design of the firing mechanism permits right or left handed use of this exciting Sonic Laser Pistol. Variable synthesized space sounds plus diffused laser light action in the gun barrel realistically transforms any youngster into a Star Commander.

K. 777 AUTO-COMMAND.™ A key switch turns on this finely detailed 7" x 15" Dashboard. Ignition light goes on, you select your shift from Drive, Neutral or Reverse. Then hear the engine roar, transmitted thru the magnificent styled 12" scale Firebird TransAm. See the headlights flash on and the directional signals activate as the true proportional steering realistically maneuvers the car. Steering wheel mounted horn adding

engine cooperation roar and scale speed bring all the realism of "real driving" to all youngsters.

L. 801-802 CREEPING CRAWLING CREATURES. Beetle and Flea formidably space. A 10" Flea with flapping wings buzzes busily while his huge red eyes glow with every noisy sinister move. An impressive 10" Beetle has head glowing red eyes. It too flaps its wings and screeches as it slithers across the floor.

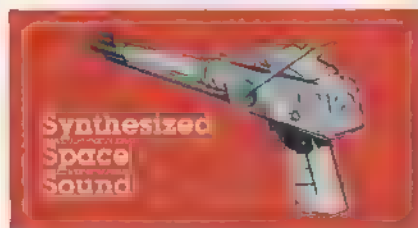
M. 4001-SAL I-R-4-U Star Command™ SING-A-LONG ROBOT RADIO. The World's #1 best seller in 1979 I-R-4-U AM Radio is complete with sparkling green microphone that is synchronized with the robot's eyes which light up to any sound when the powerful AM band radio is turned on. Robot stands a full 8" tall and has a colorful paneled computer decal on his chest.

N. 3002-XL I-M-4-U Star Command™ 4 AM RADIO. This is his third year as Champion of the Star Command fleet and still Number One. This 10" high AM Radio flashes his ruby red eyes with light which is synchronized to the sound of the radio. Gleaming gray metallic cabinet with black accents.



Super Realistic!
All the fun
of real driving!

Electronic-Computerized



CALFAX Inc. 1980

See our complete line at: **WILLIAM TALBOT ASSOCIATES ■ 200 Fifth Avenue ■ N.Y., N.Y. 10010 ■ (212) 625-2650**

Circle No. 48 on Reader Inquiry Card

glow

yo ball

Glow like magic in the dark.



The new light time/night time glowing action toy is a ball of instant excitement. Just throw. Glow Yo Ball™ in any direction and it always comes back because it never needs winding. You will have hours of fun creating unique glowing designs in the dark. During the day, Glow Yo Ball™ is full of action play. You can learn to hit the moon, do a snake hug or play hot potato . . . and many more tricks you will discover on your own. Glow Yo Ball™ is safe, light, easy to master, but most of all is an all time favorite. Fun indoors and outdoors for everyone from age 4 to 120 years.



ITEM NO. 510

Packaging and Shipping Details

Card Measures 5" x 6 1/4" • Pack 36 (Asst.)
• Weight 5 lbs. • Cube 0.89
Counter Display Box 15 3/4" x 13 3/4" x 5 1/2"
Floor Dump 18 1/4" x 15 1/4" x 27 1/4"

Master: Packed 72 • Weight 11 lbs.

• Cube 2.09

• Packed 144 • Weight 22 lbs.

• Cube 4.40



KNOTS, INC.

2425 Third Street

San Francisco, CA 94107

(415) 552-7230

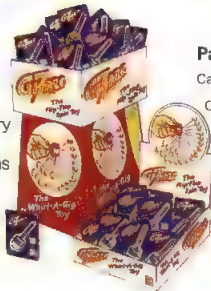
It Flip-Flops!

It Spins!

GIZMO

The new patented Whirl-A-Gig toy adds a new dimension of challenge and fun for yo-yo lovers and top spinners. GIZMO is two action toys in one and can be used for team and solitary play. GIZMO is a ton of fun and offers the challenge and excitement of many tricks such as The Flip-Flop, Sleep, Duckwalk, Maypole and many more. GIZMO is safe and durable consisting of a bauble tethered to a bobbin on a handle. Play value and skill make this toy fun for ages 4 and up.

The New Whirl-A-Gig Toy



ITEM NO. 600

Packaging and Shipping Details

Card Measures 5" X 6 1/2" • Pack 36 (Asst.)
 • Weight 6 lbs • Cube 0.89
 Counter Display Box 15 1/2" X 13 1/2" X 6 1/2"
 Floor Dump 18 1/2" X 15 1/2" X 27 1/2"
Master: Packed 72 • Weight 13 lbs
 • Cube 2.09
 • Packed 144 • Weight 25 lbs
 • Cube 4.40

J.S. Pat. No. 3,834,069
 US Pat. No. 3,858,348
 U.S. Pat. No. 4,086,722

KNOTS INC.
 San Francisco, CA 94107



WHAM-O

CHRISTMAS

COMES IN JUNE AND LASTS ALL YEAR!

Watch the new FRISBEE® brand FLYING RING
with the great OLYMPIC MODEL FRISBEE disc
Check out our new HULA HOOP

with national promotions such as:

And the WORLD FRISBEE disc
CHAMPIONSHIP™
SEE IT ON ABC's WIDE WORLD
OF SPORTS, SATURDAY,
FEBRUARY 16TH

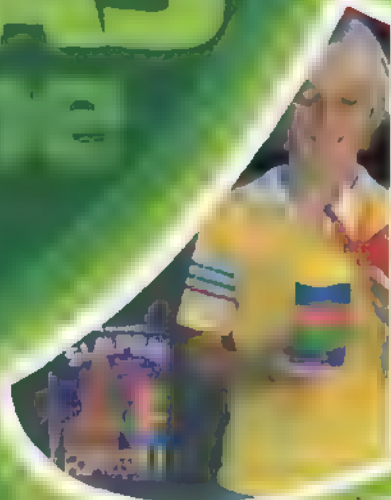
Visit us at our
permanent showroom,
Suite 111 at Toy Fair
because
THERE'S MORE FUN
(AND MORE SALES)
from

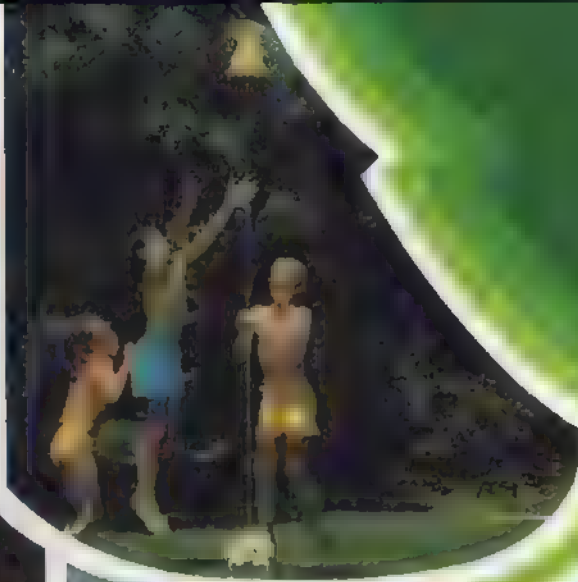
WHAM-O

Circle No. 8 on Reader Service Card

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The Smurfs were introduced to America a little over a year ago. At that time, we knew we had a winner. What we didn't know was that we were going to have the sales success story of the year! The demand for Smurf products has been breaking records everywhere. To meet this demand, our lovable Smurf line keeps on expanding and there's

no end in sight. In addition to over forty happy Smurf figurines there are those great six Super Smurfs, each with that extra something for extra play value. International sports competition will be a big thing in 1980... and so will our six new Olympian Smurfs, each with attachable equipment and representing the world's most popular sports. Our popular Smurf plush line keeps growing, too, and includes a large and small Smurf, Papa Smurf and the Smurfs with Message T-Shirts.

Smurf collectors everywhere are building their own Smurf Villages with four fun-filled Smurf Playsets and those cute Smurf Mushroom Cottages. Then be sure to add the appealing Smurf Cloisonne Pins and Smurf Keyrings to your store's Smurf Center and you too will learn the meaning of success... in sales and profits! How sweet it is! Call the toll-free Smurfline! (800) 423-2946. In California, Alaska or Hawaii call us collect at 787-2700.

Smurfs are available for licensing in most product categories.
Contact Bill Samuels,
Wallace Berrie Licensing,
PO Box 720399,
Atlanta, Georgia 30328,
(404) 252-5466



DIVISION OF WALLACE BERRIE & COMPANY, INC.



WALLACE BERRIE & COMPANY, INC.

Van Nuys, Calif. ©1980

(Circle No. 5 on Reader Inquiry Card)

TOUCH 'N' HEAR MUSICAL BEAR™

Computerized musical
organ and electronic
game.

Infants and pre-
schoolers. Perfect for crib
stroller. Plays 6
songs at touch of ear or
w. "Tummy" is full ac-
c. 8-key organ. Even-
ing nose makes music.
New technology sensor
switches eliminate pro-
truding pushbuttons, plays
lightest touch. Computer-
ized music. No tapes.
Speaker. Cheerful poly-
phonic eyes. Totally enclosed
battery compartment.
Inaccessible to prying
fingers. Nylon strap. Heavy
duty plastic with no sharp
edges. 9V battery (not
included).

Model #424
(Pat. Pending)



MULTI SPORT™ 7

7 electronic action
games in one unit:
• FOOTBALL • BASEBALL
• BASKETBALL • HOCKEY
• HANDBALL • SOCCER
• OBSTACLE COURSE

Each game is complete
and distinctive ... with its
own separate playfield. 1
or 2 players. Choice of skill
levels. 4-digit LED score-
board displays key data:
score, time, field position,
period and much, much
more. Unique computer-
ized "coin toss" deter-
mines "first up." Multi-
phone sound effects. New
technology sensor
switches eliminate pro-
truding pushbuttons. Easy
view of playfield and
scoreboard. Built-in play-
field storage. 6 "C" cell
batteries (not included)
assure long battery life.

Model #426
(Pat. Pending)

ROUND SAUCER™

Total learning and fun
center — compatible
with all 8-track tapes
including MEGO 2-XL™

Pre-recorded 8-track
tapes (including MEGO
2-XL™ cartridges) to enter-
tain with music, comedy
and more. Flashing lights.
"Space dome" design
and futuristic colors will
attract kids and adults.
Quality 2" speaker offers
clear sound reproduction.
6 batteries required. AC
adapter provided.

Model #428
(Pat. Pending)

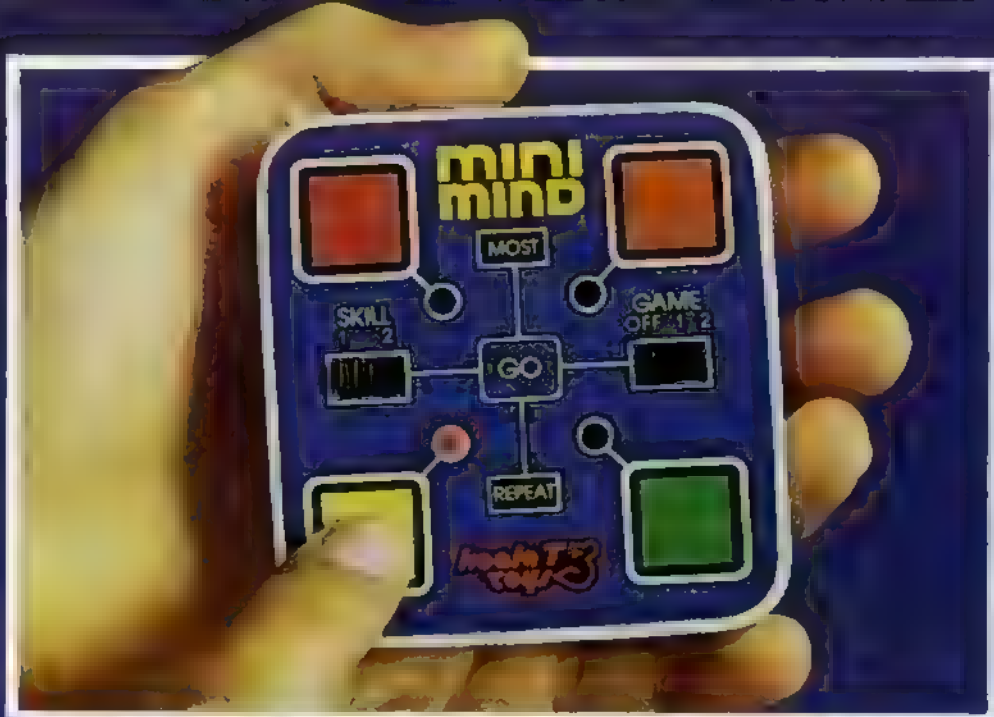


FAST ON YOUR FEET™

New idea in electronic
games keeps kids and
adults "on their toes."

An electronic memory
game you play with your
feet. Step out the com-
puter's pattern of flashing
lights and sounds. Winners
earn a light/sound fan-
fare. Losers get "boos."
3 different games, 4 skill
levels, 2" speaker for dis-
tinctive sound effects.
33" x 33" padded mat
has built-in sensor
switches; constructed of
two thicknesses of heavy-
duty 10 gauge vinyl.
Attached light-and-
speaker console is rugged
plastic. One 9V battery
(not included).

Model #427
(Pat. Pending)



MINI MIND™

Miniature electronic memory game with all the full size features!

Follow flashing light/sound patterns. Win a radiant burst of lights and sounds or get "buzzed out" in defeat. Choice of 2 games and 2 proficiency levels, 1 to 4 players. New technology sensor switches eliminate protruding pushbuttons. Compact size (2½" x 2½" x 1½") fits pocket or purse. 9V battery (not included).

Model #423

(Pat. Pending)



MIMIC™

Electronic memory game with advanced play characteristics.

Try to "out-mimic" MIMIC™ in 3 different games, 1 to 4 players. Winners get dazzling light/sound fanfare. Lose and MIMIC "boos." 4 skill levels challenge all ages. Uniquely responsive activator switches eliminate "mechanical" misses. Electro-fidelity speaker for sparkling multi-tone sound effects. For table-top or easy hand-held use. Minimized power requirements increase battery life. 9V battery (not included).

Model #424

(Pat. Pending)



for the kid inside each of us.

Koolha T Toys, Inc. Subsidiary of Jay-Hiden International Group, Inc.
3605 Woodhead Drive • Northbrook, IL 60062 • (312) 291-4490

koolha'T'

1980

TOYS



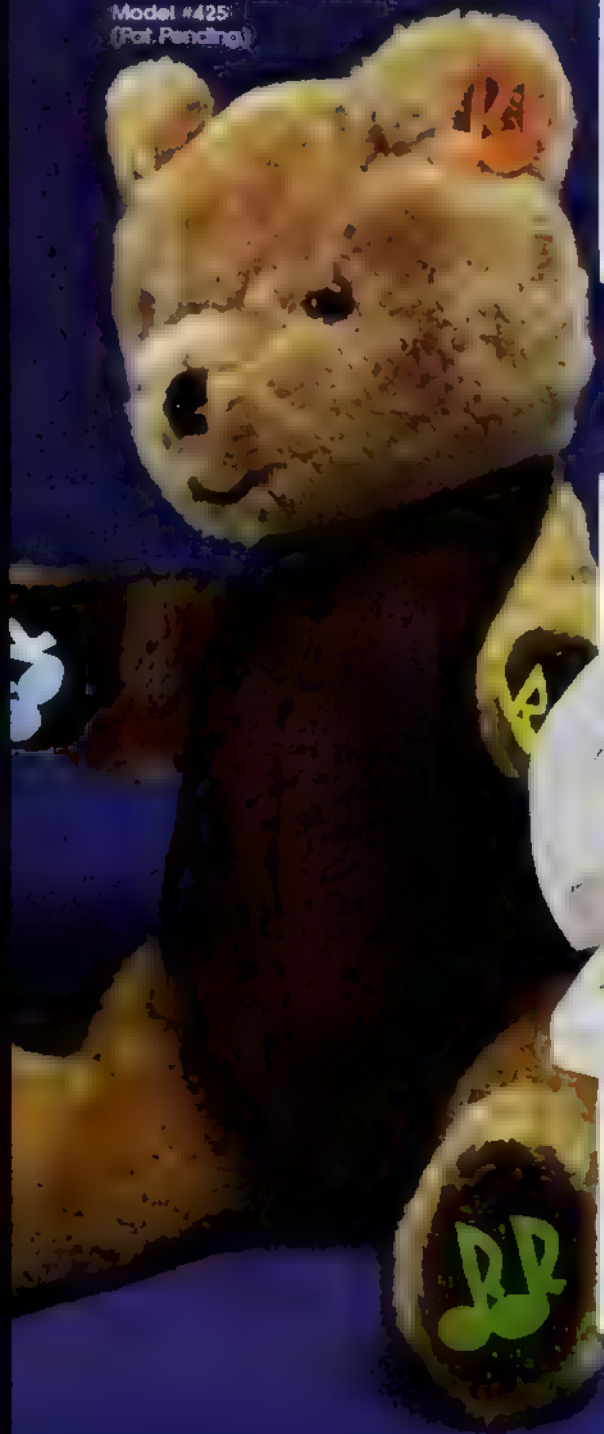
koolha'T'
toys

MUSICAL ELECTRONIC BEAR™

Velvety plush teddy bear plays 6 children's songs at a gentle touch of ear or paw.

Unique sensor switches in ears and paws activate enclosed electronic music system at a touch or squeeze. Instant-on/instant-off feature plus master on/off switch to prevent inadvertent music play during child's sleep. No ropes to break or wear. No winding. Songs are Twinkle, Twinkle, Brahms' Lullaby, 3 Blind Mice, Yankee Doodle, London Bridge, Mary Had a Little Lamb. Battery compartment is safe and protected. 9V battery (not included).

Model #425
(Pat. Pending)





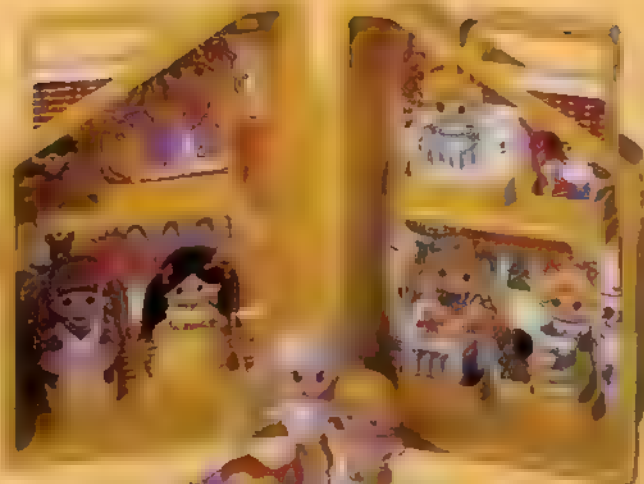
Knickerbocker 1980
FROM STUFFED



TO HOT STUFF



We've been making it big in soft toys for years. And we still are. But 1979 proved we know how to make it big in plastics, too. Like our line of Fiddlesticks[®] toy builder sets. It was such a hit last year, we know you can't miss with our newest Fiddlesticks set: Space Adventure, featuring Mazu, space monster. (And you thought we only made *Cookie Monster*[™].)



Dolly Pops
Doll House

When we're hot, we're hot.
Like our *Dolly Pops*™ line, a
sell-out in '79. Back again for 1980
highlighted by our new *Dolly Pops*™
Doll House, with an irresistible baby
added to the family.

For the newest concept in
racing, it's *Wrist Racers*.™ The race
sets you wear on your wrist.
Tested on kids, they beat out the
three biggest competitive items.
When is stuffed hot stuff? When

it's stuffed with all the sales appeal of our
new *Snoopy* Soft House. A great combi-
nation of our proven soft-house idea,
and those all-time favorites *Snoopy* and
Woodstock.

Our *Moppets*® doll comes out on
top for 1980, on top of her own three-
room doll house.
It's our unique
Moppets®
Secret Doll



Snoopy Soft House

House,TM a doll and a doll house all in one.
Complete with clothes and a houseful of ac-
cessories on a turn-
around base.

And there's more.
A 70% increase
in our advertising
budget for 1980

and a national TV schedule designed to
make our hot stuff even hotter.



Moppets Secret
Doll House

Knickerbocker® 1980

Knickerbocker® Toy Co., Inc. 1107 Broadway, New York, New York 10010 5th Floor

MILTON™



Ages: 7-Adult

Let Milton be the life of your party! He talks, he makes wisecracks, he tests your concentration! Milton's electronic brain challenges you to complete familiar phrases. Play on both of Milton's keyboards at the same time. Press a button on one side for half a phrase and try to guess which button on the other side will correctly complete the

1 or more Players

phrase. Get it right, and Milton bubbles over with praise; but make a mistake, and you're in for an embarrassing put down! In each game Milton offers you 7 of his 16 phrases, fixing their position on the keyboard at random. Choose from three exciting ways to play and see who has the last word: you or Milton!

No. 4043

MICROVISION™

Two new cartridges
for 1980!



BASEBALL

Call the balls and strikes as you choose between a slow pitch, fast ball or curve ball!

No. 4063

SEA DUEL™

Fight a battle to the finish with subs firing torpedoes and warships countering with depth charges!

No. 4064



MICROVISION™

1 or more Players

Ages: 8-Adult

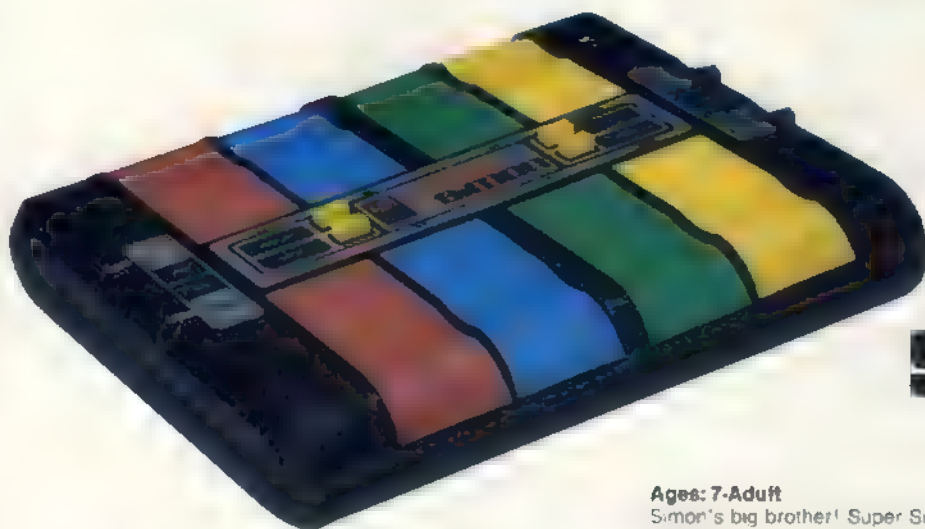
Have a whole library of games right at your fingertips with the amazing Microvision system. A hand held console with its own miniature display screen accepts a variety of game cartridges, each with its own programmable features. The basic unit comes with the skill and action game of Blockbuster. Eight game cartridges available separately, including new for 1980: Baseball and Sea Duel.

plus one™

Ages: 7-Adult

1 or more Players

Computerized Plus One never forgets! Flip him back and forth, building and retracing a path that grows more complex with each turn. Make a wrong move and Plus One informs you with a "razz" that you're OUT!
No. 4044



super simon™

Ages: 7-Adult

1 or more Players

Simon's big brother! Super Simon doesn't just add a color each turn, he changes the entire sequence. Try to follow Super Simon at the same time he spews out his colors and sounds. Or even let him pick the player he wants to repeat a sequence.
No. 4050



pocket simon™

Ages: 7-Adult

1 or more Players

Miniature version of the runaway best seller. Plays just like Simon, complete with colors, sounds and the famous "razz". Take and play Pocket Simon at the beach, on the bus, anywhere, anytime!
No. 4046

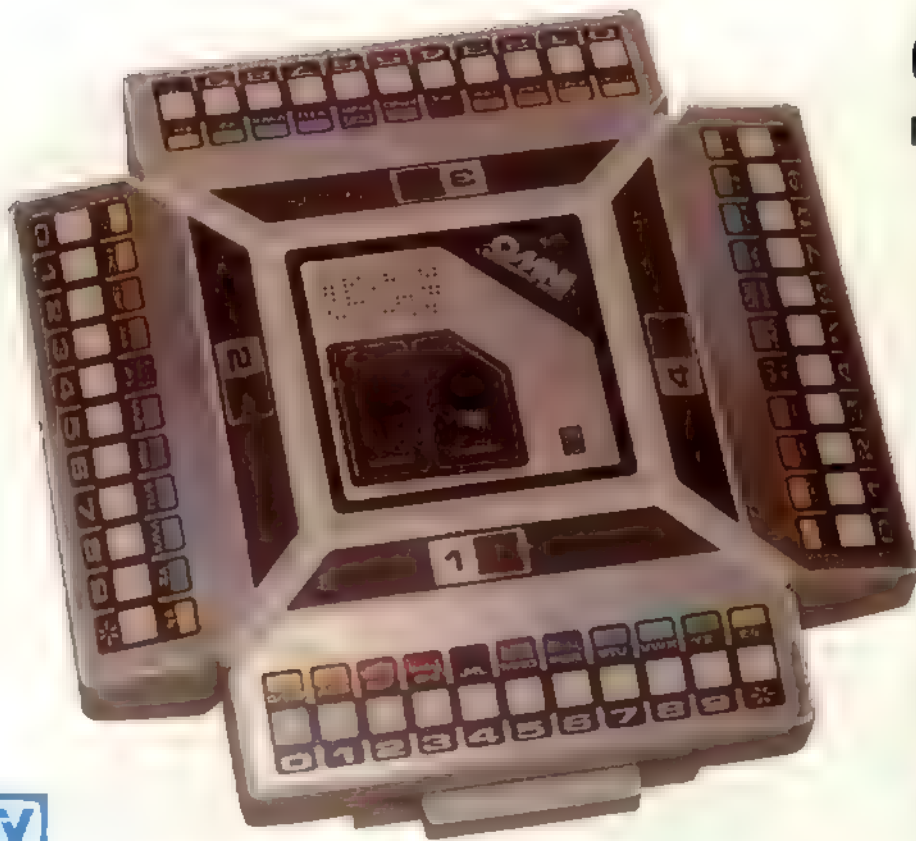
MILTON BRADLEY COMPANIES 1980

setting the pace
for the future.



OMNI™

ENTERTAINMENT SYSTEM



OMNI™ ENTERTAINMENT SYSTEM

Ages: 8-Adult

1-4 Players

Put yourself in the contestant's seat as electronic Omni hosts game shows, contests, sports quizzes and party games. Controlled by special tape cartridges, Omni actually asks players to answer trivia questions, name tunes and spell words. Answers are entered on a keyboard while Omni announces winners and solutions and flashes

the score on a digital display panel. Omni comes with a full length tape cartridge sampling the challenging selection of game and quiz topics available separately. Just pop in a different cartridge for a new game. You can even listen to your regular 8-track tapes on the Omni system. Omni plugs right into any AC electrical outlet; no batteries required.
No. 4067

OMNI™ CARTRIDGES

Enjoy hours and hours of question and answer fun with quiz or game topics of your choice! Each programmed, full-length Omni cartridge

pops right into the Omni entertainment console. Omni knows all the answers, do you?

 Jeopardy Would you bet on it? No. 4068	 Password Plus Have a clue? No. 4069	 Music, Music, Music Mystery melodies No. 4070	 Words, Words, Words Spell that, please! No. 4071	 Just For the Fun of it! Party games No. 4072	 Quick Quiz No brooding here! No. 4073
 Sesame Street Quiz Fun for little folks No. 4074	 TV Trivia Stay tuned for a 100 cent Price! No. 4075	 Movie Trivia Screenplays with Vincent Price No. 4076	 Football Quiz Score a fumble? No. 4077	 Baseball Quiz How's your batting average? No. 4078	 Sports Trivia Fun with Pat Sumner No. 4079

SLIP DISC™

Ages: 7-14

2-4 Players

Are you nimble? Are you quick? If he ps, when you're playing Slip Disc! Stay ahead of the revolving disc dispenser and match each disc with the right pattern on the game board if you can!

No. 4031



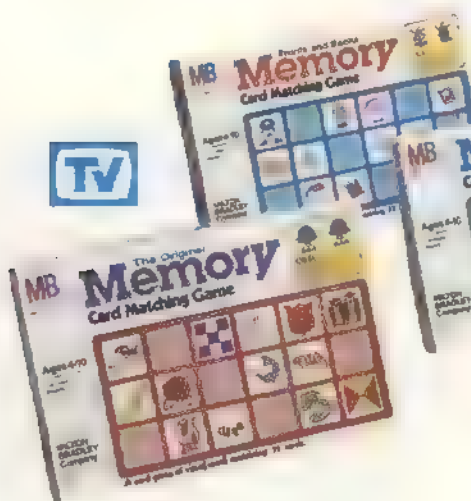
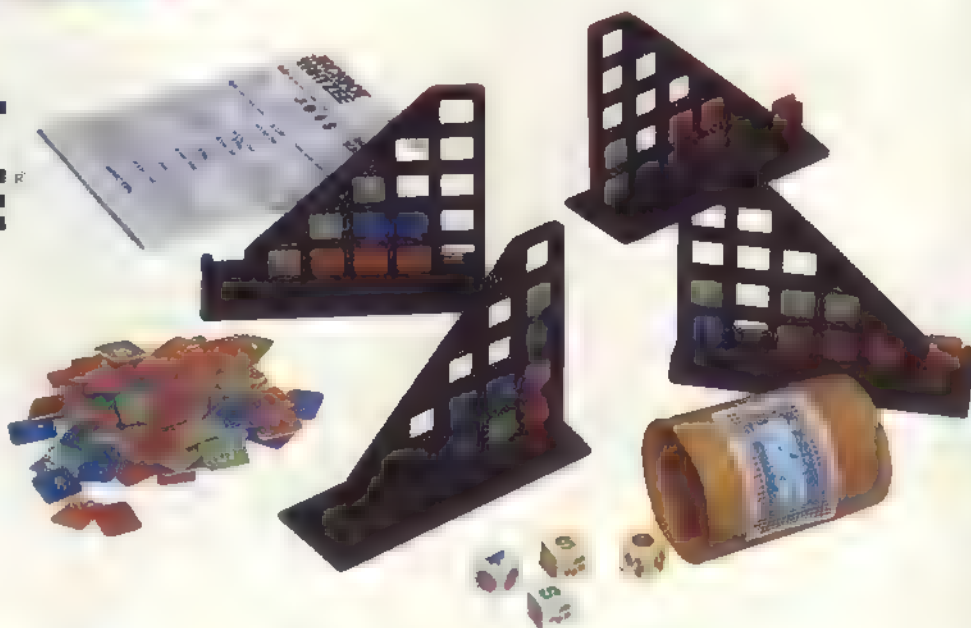
JACKPOT YAHTZEE®

Ages: 8-Adult

2-4 Players

Shrewd planning and a bit of luck can help you win big at Jackpot Yahtzee! Build horizontal or diagonal rows of matching tiles for varying point values. Special dice determine what tiles you may add to your collection.

No. E2000



Memory® GAMES

Ages: 4-10

1 or more Players

Wonderfully entertaining recall games even adults can enjoy. Locate corresponding pairs of concealed picture cards by turning up two cards each turn. Choose from three different games.

MEMORY—The Original

MEMORY—Fronts and Backs

MEMORY—Animals

No. 4664

No. 4014

No. 4020

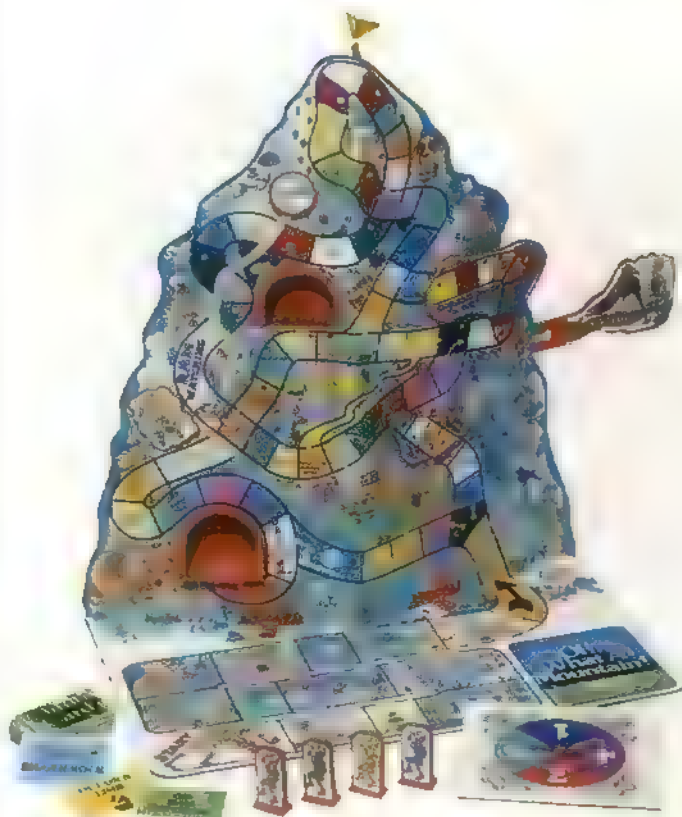
Oh What A Mountain!

Ages: 8-12

2-4 Players

Watch out for abominable snowballs and crazed mountain goats in this fun-filled race to an alpine peak. Enjoy thrills and spills aplenty as you try to overcome one obstacle after another to be first to plant your flag on the summit.

No. 4013



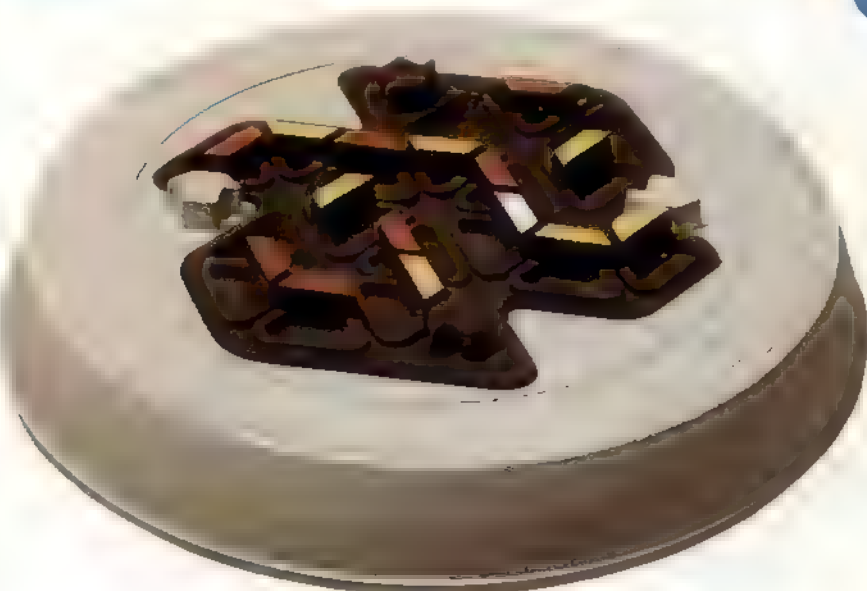
slide 5

Ages: 7-Adult

2 Players

Watch your opponent's chip take a dive, as you plan your move and then slide 5! Use careful strategy to get five chips of your color in a row. And remember, your next move could be your last!

No. 4016



TRI-TRAC

Ages: 7-Adult

2 Players

Win... or lose with the twist of a tile in this intriguing game of triangular strategy! Take turns placing and rotating your playing pieces to form an unbroken chain between two arrows!

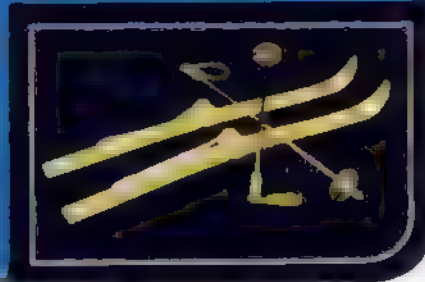
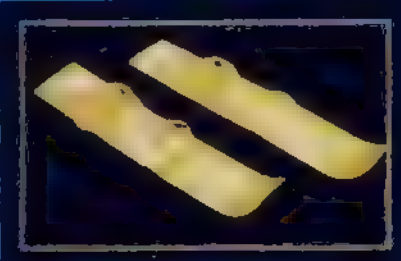
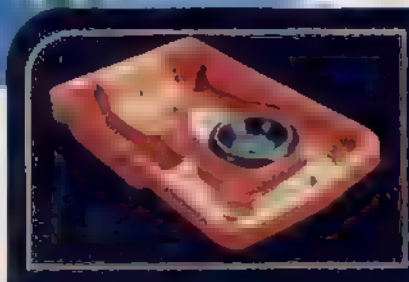
No. 4015

POUNCE

on winter profits with the hottest line around.

sno-cat

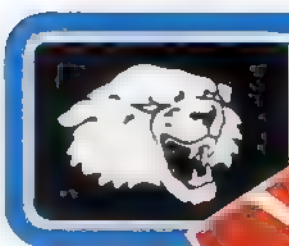
1980



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**NEW
FOR 1988**

sno-cat

sno-cat™

SNOW

duck sled™

*The ideal sled and companion
for the younger child.*

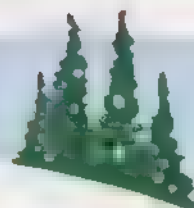
Features: Durable tow rope and handle
• Elevated seat • Side handgrips.

Item No. 7210

Individual Size: 15" x 19" x 33¾"
Individual Weight: 3 lbs. 8 oz.

Master Carton:

Pack: 6 each
Size: 23" x 19½" x 34"
Weight: 23 lbs



WINTER WINNERS

sno-cat™ **thundertube**™

The inflatable tube for all seasons.

- Features: Elevated center seat • Durable vinyl helps prevent cracking and tearing
- Easy to grip, sturdy handles
 - Brilliant yellow color for greater visibility.

Packaged in colorful display box



Item No. 7520

Individual Size: 12" x 3¼" x 9½"
(38" Diameter Inflated)

Individual Weight: 3 lbs. 4 oz

Master Carton:

Pack: 12 each

Size: 18¼" x 12¼" x 20"

Weight: 41 lbs

sno-cat™ **Saucer**™

Glide and twirl down hills with ease.

- Features: Guide control handles • Heavy duty construction for lasting performance • Brilliant color for greater visibility.

Item No. 7780

Individual Size: 24½" x 2¼" x 24½"

Individual Weight: 2 lbs

Master Carton

Pack: 24 each

Size: 25" x 16" x 24¾"

Weight: 50 lbs





sno-cat™
spitfire™ sled



* * * * *

sno-cat™
interceptor™ sled

Item No. 7280



Pack 4 each
Size 16½" x 18¾" x 31
Weight: 17 lbs. 4 oz



sno-cat™
caddie sled™

Item No. 7270



Pack: 10 each
Size: 15¼" x 14½" x 24¾"
Weight: 19 lbs. 7 oz.



quality,
styling.



sno-cat™ blazer sled



Features: Elevated seat
• Molded handgrip • Extra
high backrest • Grooved
foot support areas.

Item No. 7260

Individual Size 73½" x 16" x 33¾"
Individual Weight: 3 lbs. 9 oz

Master Carton

Pack: 10 each
Size: 16¾" x 17¾" x 35"
Weight: 41 lbs. 1 oz.

sno-cat™ hobsled

Fun, sleek snow craft
for children of all ages.



Features: Rugged high
density polyethylene
• Ribbed bottom for ease
of control • Side
handles for gripping
• Striking yellow color
for greater visibility.

Item No. 7360

Individual Size: 4" x 18¾" x 44"
Individual Weight: 2 lbs

Master Carton:

Pack: 12 each
Size: 44¾" x 11" x 18½"
Weight: 26 lbs. 14 oz

Control your sled with the
new sleds and sleds. Light
weight, flexible Sno-Cat
Carpet. Features: Rugged high
density polyethylene material
• Grip • Roll-up design • 2 sizes

Large Size-Red color Item No. 7370

Individual Length 54"
Individual Width 20"
Individual Weight 1 lb. 3 oz.

Master Carton:

Pack: 24 each
Size: 20¾" x 16¾" x 25¼"
Weight: 30 lbs



sno-cat™ carpets



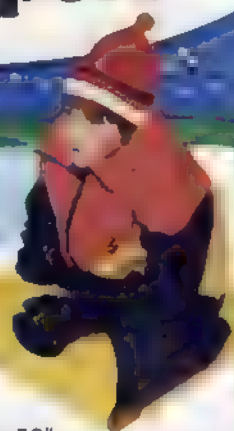
Medium Size-
Yellow color

Item No. 7380

Individual Length 36"
Individual Width 18"
Individual Weight: 12 oz

Master Carton:

Pack: 24 each
Size: 18¾" x 16¾" x 25¼"
Weight: 20 lbs. 11 oz.



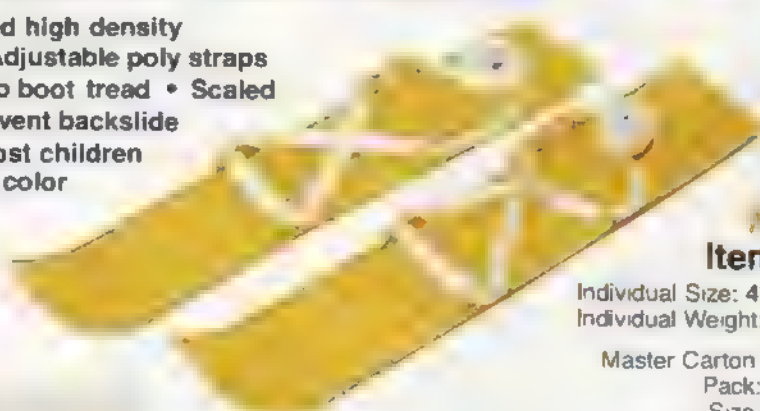


make tracks with **sno-cat**

sno-cat™ fun skis

Provides children with hours of outdoor fun.

Features: Rugged high density polyethylene • Adjustable poly straps • Special non-slip boot tread • Scaled bottom helps prevent backslide • One size fits most children • Brilliant yellow color for greater visibility.



Item No. 7335

Individual Size: 4 $\frac{1}{8}$ " x 3 $\frac{1}{8}$ " x 21 $\frac{1}{2}$ "
Individual Weight: 1 lb. 6 oz

Master Carton

Pack: 12 pair

Size: 22 $\frac{1}{2}$ " x 13 $\frac{1}{2}$ " x 14"

Weight: 18 lbs. 3 oz

sno-cat™ ski poles (Sold Separately)
A must accessory for sno-cat™ fun skis



sno-cat™ ski poles

A perfect accessory for sno-cat™ fun skis®, sno-cat™ sno-boats®, and sno-cat™ cross country skis.

Features: Poly grip handles and straps • Sturdy non-corrosive aluminum shafts • Flexible snowflake design tips • Can be easily shortened.

Item No. 7350

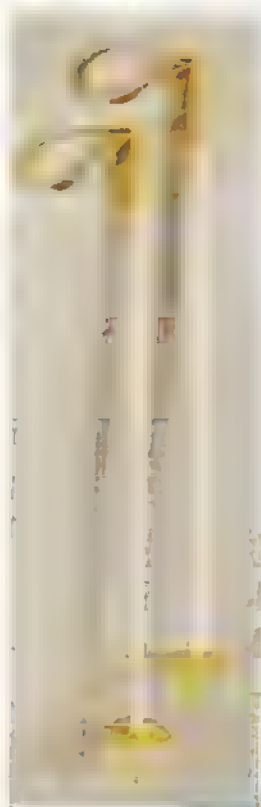
Individual Size: 7" x 3 $\frac{1}{2}$ " x 33"
Individual Weight: 11 oz

Master Carton:

Pack: 12 pair

Size: 10 $\frac{1}{2}$ " x 13 $\frac{3}{4}$ " x 36"

Weight: 10 lbs. 10 oz.



Packaged in poly bag with pegable header

sno-cat™ sno-boats



Turns snow-covered hills into waves of fun for children.

Features: Rugged high density polyethylene • Adjustable poly straps • No-wax runners • One size fits most children.

Item

No. 7778

Individual Size: 5 $\frac{1}{4}$ " x 3 $\frac{3}{4}$ " x 16"
Individual Weight: 14 oz

Master Carton:

Pack: 12 pair

Size: 21 $\frac{1}{2}$ " x 11 $\frac{3}{4}$ " x 16 $\frac{1}{4}$ "

Weight: 11 lbs. 10 oz

sno-cat™ ski poles (Sold Separately)
A must accessory for sno-cat™ sno-boats



NIKIS



sno-cat™ cross country skis

Children can now enjoy the sport of cross-country skiing. Special tread design guards against backslide.

Features: Fiberglass reinforced polyethylene • Adjustable poly straps • Foot grips fit most children's size boots • Striking yellow color with red emblem for greater visibility.

Item No. 7310

Individual Size: 5 $\frac{3}{4}$ " x 4 $\frac{1}{2}$ " x 41"
Individual Weight: 2 lbs. 12 oz.

Master Carton

Pack: 6 pair
Size: 41 $\frac{3}{4}$ " x 11 $\frac{3}{4}$ " x 19"
Weight: 23 lbs. 8 oz

sno-cat™ ski poles (Sold Separately)
A must accessory for sno-cat™ cross country skis

sno-cat™ sno-bloc maker

A sensational method of building snow forts, igloos, ice houses, walls and more. Provides children with hours of fun.

Features: Rugged high density polyethylene • Easy grip handle • Brilliant yellow color for greater visibility.



Item No. 7700

Individual Size:
6 $\frac{3}{4}$ " x 4 $\frac{3}{4}$ " x 10"
Individual Weight: 13 oz.

Master Carton:

Pack: 24 each
Size: 18 $\frac{1}{2}$ " x 16 $\frac{1}{4}$ " x 20 $\frac{3}{4}$ "
Weight: 21 lbs. 6 oz



FUN TIMES

sno-cat™ snow shovel



Injection molded construction and steel shaft make this shovel virtually unbreakable.

Features: Deep scoop design • Unique handgrip • Steel shaft.

Item No. 7390

Individual Size 3 $\frac{1}{4}$ " x 11 $\frac{7}{8}$ " x 31"
Individual Weight: 13 oz.

Master Carton

Pack: 24 each
Size: 31 $\frac{1}{2}$ " x 16 $\frac{1}{4}$ " x 24 $\frac{1}{4}$ "
Weight: 25 lbs. 6 oz

Look to sno-cat™ in 1980

for the biggest T.V. promotional campaign of snow products ever!

1980 sno-cat TV SCHEDULE



Indicates spot TV
in more than 50
snow markets

PRODUCT NAME	NOVEMBER				DECEMBER				
	3	10	17	24	1	8	15	22	29
sno-cat™									
sno-bloc maker®									
sno-cat™									
thundertube™									
sno-cat™ fun skis®									
sno-cat™ sno-boats®									
sno-cat™									
cross country skis									
sno-cat™ bobsled									
sno-cat™ ski poles									
sno-cat™ carpets									
sno-cat™									
snow duck™ sled									
sno-cat™									
blazer™ sled									
sno-cat™									
interceptor™ sled									
sno-cat™									
caddle™ sled									
sno-cat™									
spitfire™ sled									

STOCK THE ROCK for the highest quality, most complete line of winter snow play products available anywhere!

sno-cat™ 
Snow Products from

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or contact your local sales representative.

Castle Rock™ offers you a full compliment of merchandising aids including planogram layouts (as shown here), tailored to your individual store needs. See your local Castle Rock™ sales representative for details.



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Kenner is finding its Strawberry Shortcake collection tasty

CINCINNATI — Strawberry shortcake and huckleberry pie are two of the flavorful ideas influencing Kenner's line.

Strawberry Shortcake Snail Cart is a vehicle/play situation for Strawberry Shortcake Mini Dolls. The cart is designed for four dolls and has a flag and pole with strawberry graphics. For ages four and up.

Holding four Mini Dolls, their hats and Apple Dumplin's pet Tea Time turtle is the Strawberry Shortcake Carrying Case, shaped like — what else? — a strawberry.

Strawberry Shortcake 13-inch Rag Doll has a vinyl head with nylon hair. She has a strawberry applique sewn to the hat and is strawberry scented. For ages 1½ and up.

In the same vein are Huckleberry Pie 13-inch Rag Doll, and others.

Custard is Strawberry Shortcake's cat. The 8-inch-long plush toy sits up, is washable, and is scented with strawberry essence.

Strawberry Shortcake Bake Shoppe is a play environment and storage case for Strawberry Shortcake Mini Dolls. For ages 4 and up.

Pupcake is Huckleberry Pie's dog. The plush toy is 8-inches long, 7¼ high.

A merry-go-round with four strawberry shaped and colored seats for Kenner's Strawberry Shortcake Mini Dolls is Strawberry Shortcake Carousel.



Strawberry Shortcake Doll



Bake Shoppe



Custard



Strawberry Shortcake Carousel

(Circle No 799 on Reader Inquiry Card)

The carousel has a sunflower seed pump handle and sunflower-shaped canopy, and operates like a stationary top.

Wamba and Poppins cuddling up to Kamar 1980 menagerie

TORRANCE, CAL. — A variety of new toys is being developed by Kamar — from six 14-inch plush arm puppets to the firm's top-of-the-line King's Collection of miniature lifelike animals.

Among the introductions are Poppins, a 7-inch Floppy Mut, and Wamba, a 12-inch white monkey.

Kamar plans increased advertising this year, with a national consumer advertising program. The four-color ads will run on a repeat basis.

The firm also will provide ad slicks for dealers upon request. For larger department store customers, Kamar is making available a series of four-color statement stuffers.



Wamba



Poppins

(Circle No 798 on Reader Inquiry Card)

Ideal's game plan includes two games from foreign countries

HOLLIS, N.Y. — Two games — each the rage in Hungary and the Philippines — a doll, and action-filled electronic games debut in Ideal's line of family playthings.

In addition, Ideal, which introduced the first Shirley Temple doll in conjunction with the 1934 movie, "Little Miss Marker," this year unveils its fourth Shirley Temple doll and a Sara Stimson doll, modeled after the new "Little Miss Marker" in the 1980 version of the film.

Highlights of the 1980 line include Rubik's Cube, a puzzle that is a craze in Hungary; The Game of the Generals, Ideal's electronic adaption of the national game of the Philippines; Karen and Her Magic Carriage, a nonmechanical doll that performs lifelike actions in her pram.

Also, Flash, a den-type family electronic game that takes skill and timing; KO the Champ, a hand-held game of electronic boxing and Team America, stunt-filled motorcycles



The Game of the Generals

Karen and Her Magic Carriage offers a soft 14-inch baby doll with a carriage that has a unique feature in its handle. When the handle is squeezed, the doll sits up, lies down, raises and lowers both arms together or individually.

Flash is an electronic family game for up to five players.

KO the Champ is a hand-held electronic game, which tests reflexes on three levels of skill.

Team America is made up of three dirt bikes and motorcycle riders who perform all sorts of stunts.

Chew Suzie Chew is a soft, non-mechanical, "messy" eating doll.

Newborn Snuggles is a pixie-faced addition to the Snuggles line.

Hot Ball is panic time for the family when the soft, grippable ball is thrown from person to person, while the ticking inside gets louder and louder.

Beware the Spider is a game for young children.

Space Strike allows players to hurl flying saucers out of their launchers to try to land on a planet and accumulate points.

Shaker Maker, first introduced in 1971, returns with new technology, making figures more detailed, faster drying, and non-shrinking.

Ideal's Extra Value line will include preschool construction set, pin-ball target game, doll, watertight bathtub doll, vehicles, fun-and-skill game, and other games.

(Circle No. 741 on Reader Inquiry Card)



Karen and Her Magic Carriage

Goldberger says a lot about Big Talker Doll

NEW YORK — Big Talker, a 19-inch talking doll that says 16 different things, and a W.C. Fields ventriloquist doll highlight the new entries from Goldberger Doll Manufacturing Co.

The new talking doll is big in two ways, according to Mel Rosenblum, marketing manager. It's billed as the biggest talking baby doll on the market, and it reportedly says almost twice as much as any other model. All of its comments relate to play situations.

W.C. Fields joins eight other ventriloquist dolls from Goldberger. National magazine advertising and re-designed packaging will support the entire line, which also includes Charlie McCarthy, Mortimer Snerd, Howdy Doody, and Bozo.

The company's basic line of 17 Softina dolls, which enjoyed a 42 percent sales increase in 1979, will receive even more consumer advertising in 1980.

Leading the new packaging innovations is a new version of the flip-top wicker basket introduced last year. Also, the Canopy Cradle, distributed exclusively through mail order in 1979, will feature re-designed packaging for retail.

(Circle No. 740 on Reader Inquiry Card)



Rubik's Cube

Ideal also has added new realism, including precision speed tuning, power drafting, and authentic sound to its TCR (Total Control Racing) line of slotless model car racing sets.

Rubik's Cube, invented by Prof. Erno Rubik, has six sides and each side has nine brightly colored little cubes that may be rotated. The challenge is to reassemble the cube in its original color formation.

The Game of the Generals is played by about 3 million Filipinos. Ideal's version combines electronics with strategy.

181 Gayla®

merchandisers
sell more kites
sales-profit twine
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UNITIZED MERCHANDISER
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TWELVE
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END CAP SIZE



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COUNTER DISPLAY

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Circle No. 24 on Reader Inquiry Card

KENNER ANNOUNCES A
**NEW GENERATION
OF ELECTRONIC GAMES**

LIVE ACTION FOOTBALL

YOU SEE THE ACTION-YOU MAKE THE PLAYS.

No more blips or bleeps. Kenner's advanced technology brings you new electronic action and excitement that makes you as much a part of the game as any coach or quarterback.



REDLINE



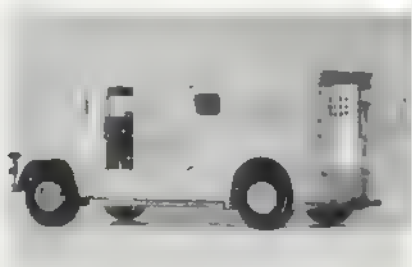
REAL LIFE SOUNDS AND ACTION OF DRAG RACING.

The split-second timing, the Christmas Tree lights, the roar of the engine, the squeal of burning rubber. Read-outs of R.P.M.'s, MPH, ET's. Kenner's Redline puts you right in the drag racing driver's seat.

NUMBER ONE IN ELECTRONIC GAMES FOR THE 1980's

**Kenner
ELECTRONICS**

USAirfix is enlarging its vehicle collection



Brink's Truck

HEWITT, TEX. — Fifty-one new USAirfix products will be on display at Toy Fair, expanding the firm's range to more than 100 items.

Stik-Fix decals will be shown at the fair. The decals do not require water, knives, or scissors. They peel off the sheet and onto the model.

Eight 1980 cars will be presented in the new SnapFix-Plus range. Among the cars: Firebird, Camaro Ultra Z, Z-28, and Turbovette. The scale is 1/24.

Also on hand will be 12 1/24-scale high speed model cars, two space kits, four dinosaurs, four large-scale airplanes, classic cars, and modern jets.

All of the new products will be presented in new packaging.

New from Dinky are a number of vehicles

The Hesketh 308E Racing Car has blue and yellow decals and measures more than five inches in length.

Soaring into outer space is the Dinky Space Shuttle, a model of the NASA Enterprise intended for launch in 1980.

The Dinky Corvette Stingray roars into action, featuring a fire red body color and a distinctive flame design.

Brink's Truck is charged with transporting and guarding valuable cargo across the U.S.A. The truck measures 4 3/4 inches in length.

The van that really bites back is the Customized Vampire Transit Van. There are flame decals around the body and on the hood a set of horrible fangs.

The tough and versatile Range Rover has a black body and colorful stripe decals.

The Land Rover is painted in dazzling yellow with sunset decal striping on both side panels. It measures 4 1/2 inches.

(Circle No. 711 on Reader Inquiry Card)

Hasbro line includes real makeup and toys

PAWTUCKET, R.I. — Hasbro is unveiling Fresh 'n Fancy, a line of real makeup young girls make up themselves.

The largest set is the Fresh 'n Fancy Cosmetic Set. A child can make lip gloss, cheek blush, eyeshadow, nail polish, and perfume.

An electronic activity toy for preschoolers is Electronic Snoopy Playmate.

Hasbro's newest entry into boys' toys is Tuff Trucks, a line of rugged, motorized toy trucks.

A sewing machine that sews without the use of needles is Sew Easy, designed for preschoolers.

My Puppy Puddles drinks water from his bowl and only puddles where he ought to — on newspaper in his training tray.

Frantic action is provided in Quick Jump It's a Skunk.



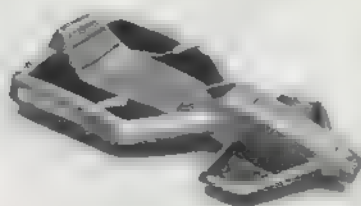
My Puppy Puddles



Fresh 'n Fancy Cosmetic Set

(Circle No. 709 on Reader Inquiry Card)

Three sleds are setting the pace at Norca



Scanman Starglider 2002

MONTREAL — Three winter vehicles are receiving a lot of attention from Norca Industries. They are Sno Horse Steerable 85, Scanman Starglider 2002, and Sno Horse Steerable 100.

Sno Horse Steerable 85 is a single-seater steerable sled, which has steer-

ing wheel controlled pivoting skis at the front end. A high saddle offers a choice of two driving positions, kneeling and seated. The sled is made of high density polyethylene with the steering components made of steel. For ages 5 to 9.

Scanman is called the world's first space-age sled by Norca. It features independent all-steel retro braking and steering, separate foot modules, and aerodynamic design. Ages 6 to 14.

Sno Horse Steerable 100 has a high saddle with two driving positions and a wide chassis, ensuring steadiness through curves. The sled can accommodate two small children.

(Circle No. 710 on Reader Inquiry Card)

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Order Now!



Pedal-Powered

LIL' SWEETHEART

WORKING HEADLIGHTS

WOOD OPENS

SQUEEZE BULB HORN

CANDY STRIPE REMOVABLE VINYL TOP

recommended for ages 3 to 6



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TRAFFIC PATROL

WORKING DUAL FLASHING RED LIGHTS

HOURS OF FUN ON A SINGLE CHARGE
BATTERY AND RECHARGER INCLUDED

rugged steel frame

rear pouch for extras

simulated cb radio and microphone

recommended for ages 3 to 6

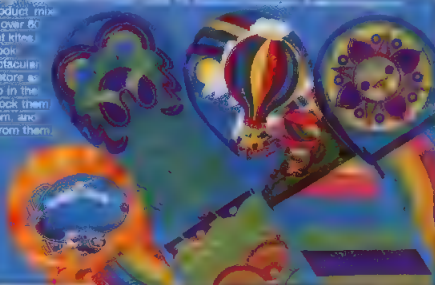
Pines

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HOW TO MAKE MORE PROFITS SELLING KITES.

STOCK KITES THAT SELL. We offer fresh, bold colors. Exciting graphics.

To create a product mix of over 60 different kites, they look as spectacular in the store as they do in the sky. Stock them, sell them, and profit from them.



2 PACKAGE THEM TO SELL. Each Spectra Star kite is packaged in a visually vibrant reusable storage-carrying case. These award winning bags motivate sales. And sales mean profits.



3 THE KIT CENTER SELLS FOR YOU

Use the floor merchandise let customers choose from dozens of Spectra Star Kite designs in a compact 2.1 square foot floor space. The Kite Cover will be your profit center.



5 SELL TO
BIG FOLKS
Kite flying
is a sport
millions of adults
now enjoy year
round. They know
as long as the
winds blow, it's
fun. With the adult
market our more

4 **SELL TO LITTLE**
POLES. Now you
kites. Our animated
Sky Pup™, Gator™,
Octar™ and Mini Dragon™
characters are proven
winners with the
youngest customers.
earn your
volume
profits.



SELL ACCESSORIES, TOO.
Spectra Star Spools.
Solenaker Wind



7 **START SELLING NOW.** Call or write for our 1981 catalog and price sheet and look forward to more profits.



Spectra Star Kites
3519 Carlbeth Drive,
Encino, California 91436, (213) 988-6636.
Toll free: 1 (800) 423-3679, 1 (800) 423-3680

Kenner celebrates 25 years of Play-Doh



Two youngsters acquaint themselves with "The Wonderful World of Strawberry Shortcake", a new Play-Doh set by Kenner

NEW YORK — When Joseph McKiver's sister-in-law made an off-hand remark about the difficulties children were having with modeling clay in her nursery class in New Jersey back in 1955, she had no way of knowing her comment would lead McKiver to invent Play-Doh, the non-toxic modeling compound that has sold more than 700 million cans.

To commemorate Play-Doh's 25th birthday, Kenner Products threw a party Sept. 16 in New York. Hugh Keiser, Kenner's vice president of advertising and marketing, presented the first annual Play — Doh Children's Entertainment Award to actor John Schuck for his achievements as a performer in quality entertainment for children. Also attend-

ing the celebration were life sized versions of other Kenner toys. Darcy, Strawberry Shortcake and Live Action Football.

Schuck, who is currently portraying Daddy Warbucks in the Broadway musical "Annie," was also seen last fall in the children's TV special "The Halloween That Almost Wasn't." Schuck donated the \$2500 cash prize that accompanies the award to the Easter Seal Society children's programs.

For the occasion, an unusual sculpture of Play-Doh was created by Amy Freed, 21, of Brooklyn. The sculpture used more than 100 pounds of Play-Doh in a free-form design. The finished sculpture will go on display in Kenner headquarters in Cincinnati.

Denham appointed president of Mattel Electronics

HAWTHORNE, CAL. — Joshua Denham has been appointed as president of Mattel Electronics. Denham succeeds Edward M. Krakauer who is returning to the consulting field where he will continue to provide consulting services to Mattel.

Denham is no newcomer to the toy business or Mattel. At Mattel, Denham was most recently senior vice-president operations for the Mattel Toys Division which includes Mattel Electronics, Mattel Toys U.S.A. and Mattel Toys International.

Denham's appointment follows the resignations of two other top ranking Mattel Electronics executives. Jeff

Rochlis and Tim Huber both resigned in the past four months to take other positions in the toy industry.

Licensing firm formed by Wm. Ravenscroft

NEW YORK — Licensed Phantasies International, a character merchandising licensing corporation, has been formed by William H. Ravenscroft in association with a group of private investors. With headquarters at 310 Madison Ave., LPI will represent a wide variety of licensing properties in the U.S. and worldwide.

Among L.P.I.'s properties are the Jungles, Moonie Goonie Family, Hot Rollers and Kid-Diddles.

Selchow and Righter sets fall promotional schedule



BAYSHORE, N.Y. — Selchow & Righter will be using the printed word to sell its electronic word games this fall. The company has slated a heavy print campaign for both Scrabble Brand Lexor and Scrabble Brand Sensor. Lexor will be publicized with four color ads in People, Life, The New Yorker and Families, a new magazine from the publishers of Reader's Digest. Also, Selchow and Righter is initiating a direct mail campaign for Scrabble Brand Sensor with a black and white coupon ad in Good Housekeeping. The print advertising will be supplemented by TV promotion that will run from the last week in October to mid-December.

Bambino comes out with late year releases

LOS ANGELES — Bambino, which has been doing well with both its football and boxing games, has made two late year additions to its line of electronic games.

The two new items are Football Classic and Race 'N' Chase, an automobile pursuit game. The Classic Football game features full color display with a green team playing a blue team, while the players chase a red ball. The game features more than 100 million play possibilities and can be played by one or two players.

The Race 'N' Chase game pits a police car against escaping gangsters. While the cops give chase the gangsters shoot at them and obstacle cars also slow the police down. Both games are housed in impact resistant cases and are covered by four month warranties.

Community Family promotes Robbin

CHICAGO — Community Family Centers elected Bert Robbin to the post of executive vice-president of the 10-store chain. He previously was vice-president, general merchandise manager. Robbin continues in charge of merchandising.

INNOVATION AND PROMOTION. THE IDEAL COMBINATION FOR THE '80s.

At Ideal, we're proud to start the decade with our strongest line ever. And it's all backed by the biggest advertising and promotion budget in our history.



Come see us at Toy Fair.
And become a part of Ideal's winning combination.



Circle No. 112 on Reader Inquiry Card

MATCHBOX IS ONLY ONE OF OUR DRIVING FORCES.



Models of Yesteryear™



Park-A-Matic™



Press-A-Print™



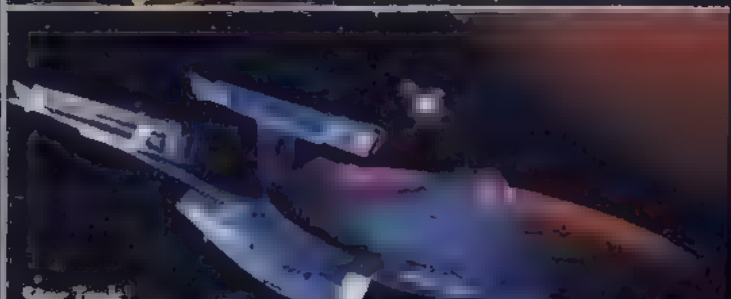
Pop-Up Picture Telephone™



Megamix™



Budweiser® Clydesdale Model Kit



Star Trek™

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Formula 48 Carrying Case



Tyrone Malone Race and Chase™



Welcome Home Baby™



Race And Chase™



The World of Ginny™



Slipstream™ Racing

Matchbox® cars have been putting dealers in the driver's seat for over 25 years. But Lesney is a lot more than Matchbox. We have Speedtrack™ racing sets, AMT® model kits, Vogue Dolls™ and Live N' Learn™ pre-school toys. What's more, this year we're introducing our new electronic game—Megamax™. So if you think our mightiest forces are only on the road, think again.

LESNEY.
MORE THAN A CAR COMPANY.

MATCHBOX®
SPEEDTRACK

amt

Live N' Learn

Vogue Dolls

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(Circle No. 51 on Reader Inquiry Card)

WE DON'T
JUST TOY WITH
INNOVATIVE
IDEAS.
WE PUT THEM
INTO
ACTION!

Schaper's got all the action you can handle in the new toy line-up for 1980.

A line-up that includes more innovative action toys and games than ever before.

All are backed with Schaper's long and successful tradition of innovation and consumer appeal. Plus a heavy weight media marketing dollar advertising and promotion budget.

So when you're looking for more profits, look to where the action is. Schaper Toys.



Vic™ the Voice Controlled Vette
First with voice action.



Fantom 4 Hover Craft™
First in air flotation action.



Max Machine™ Black Hawk™
First with sound action.



Cootie®
First preschool game.



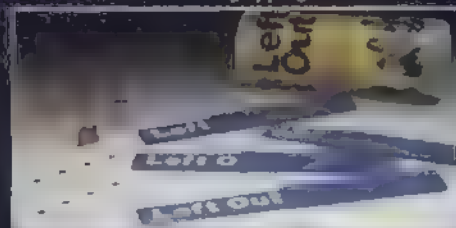
Ranger ATV™
First in road-gripping action.



Super Jocks®
First with sports action.



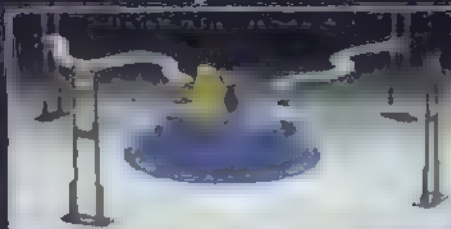
LeapFrogs™
First in game fun action.



***Left Out™**
First in family fun.



***Stomper 4 x 4s™**
First with 4-wheel drive action.



***Don't Miss the Boat™**
New in game fun action.

*All new for 1980

Schaper Toys

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Circle No. 44 on Reader Inquiry Card



XRC™ Motorcycle
First with real action kick-out legs.

California
Flight

NEW SKYYLIGHTER

120 GRAMS

FLYING DISC

A NEW WAVE OF DISC ENERGY

- ★ Transparent Colors
- ★ Truly an American Disc Sport
- ★ A new Experience in Flight
- ★ Stable Flights
- ★ Approved by FLYING-DISC WORLD CHAMPIONS



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Manufactured by **BRAND X** MANUFACTURING CO. 11111 So. El Monte, Ca 91733 • (213) 579-5078

NEW SKYLIGHT 4 DESIGNS



ITEM NO. 5000-3 — SPIRAL PINWHEEL
Beautiful full color transparent design, beautiful in flight.
9 1/2" diameter — 120 gr. Shrink packed.

Brand X Creates . . .

- ★ California Flight, a new image
- ★ New transparent colors
- ★ Only 5 color process in the industry
- ★ Two dozen molds, 7 styles
- ★ Each product individually inspected
- ★ 7-years experience with flying discs
- ★ Employs flying disc team for tournament competition
- ★ Production capability of 1,000,000 per month
- ★ Prices that are affordable to the market.

TOTAL — Buy from a company that offers honest value, with the best prices and best quality in the industry.

DISPLAY KITS AVAILABLE



ITEM NO. 4875 — SUPER X PRO DISC
9" diameter — 97 gr., shrink pack, beautiful metallic hot stamped design.



ITEM NO. 4850 — AIR MASTER
9" diameter, low profile, 96 gr., poly bag dramatic hot stamped design, beautiful style, low price.



ITEM NO. 4813 — SUPER X SAUCER
9" diameter — 94 gr. Fluorescent hot pink and blaze orange Eagle" style saucer, Poly bag



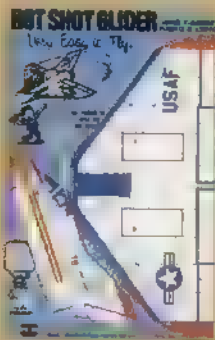
ITEM NO. 4900 — TARGET MASTER
9 1/2" diameter — 120 gr., shrink pack, distinctive 3 color hot stamped design, low profile, fast flyer, featuring "No Slip Grip™".



ITEM NO. 3000 — MIGHTY MINI
7 1/2" diameter — 45 gr., hot stamped design. Poly bag, super stable flyer



ITEM NO. 3100 — SPACE FLYER
2 - 5" diameter flying rings, poly bag, pass't. colors, flies like a saucer. Easy to fly easy to catch Great for ring toss, too!



ITEM NO. 3500 — HOT SHOT GLIDER
10 1/2" wing span, shrink pack styrene foam, 2 color glider, inter-locking nose weight - holds wing and body in accurate alignment. Great flyer and durable, too!



ITEM NO. 4925 — FLIGHT MASTER
9 1/2" diameter — 120 gr., shrink pack, Rich black and gold design reflects its sparkling performance. Extra wide radius lip prevents finger chafing. "No Slip Grip™" edge.

Family
Circle

Soft tender touch of a Real Baby

Softina

the original
miracle foam doll
all soft
from head
to toe
washable
tubbable

AVAILABLE IN SIZES
11 TO 23" TALL
ALSO IN TRUNKS
AND GIFTSETS



Softadella



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DOLLMAKERS FOR OVER 60 YEARS

McCall's

tender touch of a Real Baby

Softina

doll that's
all soft
from head
to toe
washable
tubbable
drinks
and wets

AVAILABLE IN SIZES
11 TO 23" TALL
ALSO AVAILABLE IN TRUNKS
BATHTUBS AND GIFTSETS



Softie



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DOLLMAKERS FOR OVER 60 YEARS

Soft tender touch of a Real Baby

Softina

the original
miracle foam doll
all soft
from head
to toe
washable
tubbable
drinks & wets

AVAILABLE IN SIZES
11 TO 23" TALL
ALSO IN TRUNKS
AND GIFTSETS



Softlummy



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DOLLMAKERS FOR OVER 60 YEARS

THANKS TO YOU, MR. RETAILER,
SOFTINA SALES
JUMPED 42% IN '79

IN '80
Softina
WILL BE
NATIONALLY
ADVERTISED IN
MORE
LEADING
MAGAZINES

Woman's
Day

ME AND MY FRIENDS
ARE GOING TO BE
**NATIONALLY
ADVERTISED**

SHARE THE SALES!
SHARE THE WEALTH!



eG Juro

**our Ventriloquist dolls speak for themselves
with sales!**

We know the Trend—because we set the Trend!



GOLDBERGER DOLL MFG. CO., INC.

MAKERS OF SOFTINA

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NEW YORK SHOWROOM—1107 BROADWAY, SUITE 402

DOLLMAKERS FOR OVER 60 YEARS



a TISKET, a TASKET
WE'VE GOT THE
**FLIP TOP
BASKET™**

THE GIFT BASKET
THAT REVOLUTIONIZED
GIFT GIVING
WITH PROFITABLE
VOLUME DOLL SALES!



YES,
WE SET
THE TREND!

THE MILLION DOLLAR ITEM OF '79
WILL DO MULTIMILLIONS
IN '80

**Carol^{with her}
Musical
Canopy Cradle™**



YES.
WE SET
THE TREND!



I'M TANDY TALKER
I'VE BEEN
SO POPULAR TALKING
TO LITTLE GIRLS'

**EG BIG
Talker!**

I'M BIG TALKER
I LAUGH, I CRY, I TALK
HEAR MY
16 DIFFERENT THINGS
I'M BIGGER
19" TALL AND
SOFT AND CUDDLY
I'LL BE
THE BIGGEST
— IN SALES!



THE RUNAWAY BESTSELLER IN 1979
THE FRONT RUNNER FOR '80
EG BONNET to BOOTIES.
A PROFITABLE SET FOR ALL OCCASIONS!

Playthings

Trim A Tree 1980

Trim A Tree is a category that is regarded as traditional. But over the past few years, a new tradition has been added to the Trim A Tree field — growth. The category has grown from trees, wreaths, lights, and conventional decorations to include plush, paper goods, and even electronics.

Also, crafts are making significant inroads in the TAT field as consumers have discovered the fun of making their own ornaments and decorations.

Accordingly, the industry has grown in volume to the point where it is approaching \$1 billion at the retail level. Trim A Tree merchandise is sold successfully at retail outlets of every kind. Although department stores and seasonal outlets, such as Harrow's and Frank's Nursery and Crafts, move the most Trim A Tree merchandise, toy stores and other hardgoods retail outlets have climbed aboard the Trim A Tree

bandwagon, even if only to sell light bulbs and garland. In the bigger stores, buyers have begun to trade up, purchasing higher priced merchandise, especially artificial trees.

Included in Trim A Tree 1980 are:

- comments from retailers, who discuss the 1979 season and offer some merchandising tips
- a look at the new safety regulations for miniature light sets
- and an overview of the industry from manufacturers, who talk about TAT's growth, and offer predictions as to the future of the category.

Also, as usual, included in Trim A Tree 1980 are PLAYTHINGS' display shots (see tree) featuring TAT merchandise for the upcoming year. This year the photographs feature tree and tree trimmings, and other decorative accessories. The merchandise pictured on this page is identified on the next page



Trade ups lead to growth in TAT field

Higher priced merchandise increases volume; crafts, plush also grow in popularity



Many retailers have taken to decorating several trees, each one trimmed with a specific theme in mind. These Marathon Carey McFall trees were set up in the TAT department of Gimbels Philadelphia Store.

The verdict is in on this year's trim-a-tree season and it has been judged a success. Retailers across the country report increases in both dollar and volume sales. The increases are attributed to the expansion of the trim-a-tree category, which formerly consisted of just trees, wreaths, lights and ornaments, but has now grown to include plush, novelties, crafts, paper goods, and a wider range of garlands, ornaments, and lights than ever before.

A growing trend is also evident among retailers toward carrying specialty items (not available in hardware or drug stores which carry small assortments of conventional TAT merchandise during Christmas season).

Both Dayton's of Minneapolis and Hess' of Allentown, Pa., report that they have set up their TAT departments as boutiques with a

A) Reflector tree topper (#516) from **Commodore Mfg.** B) Tree of life glass ornaments (#517) from **Commodore Mfg.** C) Bake-a-bead stocking ornament kit (#518) from **Holiday Industries** D) Old Woman in a Car (#519) from **Kurt S. Adler Inc.** E) Faceted plated ball w/scalloped edge (#520) from **Decor Novelties** F) Cornucopia table decoration/ornament (#521) from **B. Shackman** G) Mosaic Angel and Bell (#522) from **Commodore Mfg.** H) Cardboard sailboat ornament (#523) from **B. Shackman** J) Mirrored Tree decorations (#524) from **Commodore Mfg.** K) Woman with calico trim (#525) **Commodore Mfg.** L) Italian Wood manger (#526) from **Commodore Mfg.** M) Starlite folding tree (#527) from **Revlis Mfg.**



larger supply of high-end merchandise than in previous years.

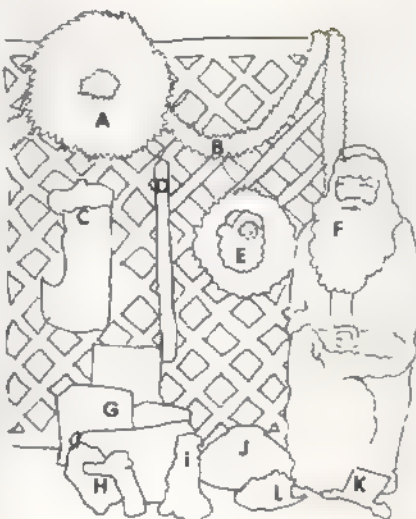
"We went for the boutique rather than the mass merchandise look," says Marianne Yasso, TAT buyer for Hess. "We decorated our trees in themes, such as traditional or novelty, and also displayed unusual items like wooden novelties and baskets." Yasso and other buyers reported an increase in sales among crafts and artsy items. A big seller for Hess was a pine cone skier from Rene D. Lyon of San Diego. Also, many customers are now making their own ornaments, so kits displayed an increase in sales.

Whereas many department stores report success with the boutique format, trim-a-tree giants like Frank's Nursery and Crafts and Harrows experienced strong sales with the supermarket approach to merchandising. George Erlich, treasurer for Harrows, says the key to Harrows success has been to group all the merchandise by category and keep plenty of it on the floor. Harrows also sets up the merchandise in wide, roomy aisles.

Frank's has been especially successful with a new display concept they have utilized for glass ornaments. According to Morey Edelman of Frank's, the 75-store chain has taken to unpacking the ornaments and displaying them in specially designed wire baskets. The baskets are stacked on top of one another, graduated in size, so the end result is a tower of ornaments with a rainbow effect. Breakage has not been a major problem, Edelman says.

Frank's concept of stacking the ornaments hits upon an idea that is all important in the trim-a-tree field — display. "Anything will sell if its properly displayed," comments Yasso of Hess's.

Most stores use rather conventional techniques for displaying trees and ornaments. Four or five trees are set up in the center of the TAT department and decorated, some according to a specific theme, and



For further information on any of the pictured products, circle the appropriate number on the reader service card in the back of the magazine. A) 20-inch Gnome Wreath (#528) from **American Tree and Wreath** B) Sno Tip Garland (#529) from **National Tinsel** C) Old Fashioned Holiday Stocking (#530) from **Commodore Mfg.** D) Leather look Sleigh bell door ringer (#531) from **Criterion Bell** E) Paper ceiling or door decoration (#532) from the **Beistle Company** F) Four foot lighting Santa (#533) from **Empire Seasonal** G) Packages wrapped with paper from a 14 sheet poly bag of gift wrap (#534) from **Ben Mont** H) Snow kit for flocking trees and other decorating (#535) from **Danberg** I) Revolving mouse centerpiece and table decoration (#536) from **Commodore Mfg.** J) Silent Knight 48 WG Christmas Tree Stand (#537) from **Handy Things Manufacturing** K) An often overlooked item, but a necessary one, the Eze light outlet and extension cord (#538) from **Advance Imports** L) Holiday Sled decoration (#539) from **Commodore Mfg.**

others done with a random assortment of merchandise. Alexander's department store chain reports that continuity is maintained from store to store as far as tree displays go. The chain decorates each tree in every store the same way. For example, Tree A in each Alexander's store is the same model artificial tree decorated with the same assortment of merchandise. The stores set up five or six trees depending on space, with each tree maintaining some sort of theme.

Pamida Stores, a 195-unit chain headquartered in Omaha, also uses trees as the focal point of its displays, but unlike Alexander's, does not try for a continuity approach. Pamida decorates its trees on a store to store basis, and uses what Frank Schlosser, divisional hardlines manager for the chain, refers to as a "high profile" look, placing most items particularly high ticket items, at eye level or higher.

Some stores have taken to having a professional decorator design and decorate display Christmas trees, while LaBelles of Minnesota has a plan-o-gram designed by Nathan Weiner and Associates of Kansas City, a distributor of exclusively TAT merchandise.

At the heart of any big trim-a-tree department are the artificial trees. Trees carry the main brunt of the display techniques and are also responsible for generating a high percentage of the dollar sales.

This year, retailers report that higher priced trees are selling as well or better than the lower end trees. Where, at one point, it was a question of whether to buy real or artificial, it has now become a question of what sort of artificial tree to buy. Inflation has hurt the sales of real Christmas trees since the cost of growing and transporting the trees has risen tremendously over the past few years. One dealer of live trees paid \$1,540 freight for an 1,100 mile haul this year, as opposed to \$715 in 1977, according to a report in the *New York Times*. This increase in freight has been passed onto the consumer via price hikes to artificial trees, have turned again to artificial trees. Daytons reports strong sales among trees with price points as high as \$155, according to Ed Hovis the



While some department stores have reported success with Trim A Tree boutiques, other stores such as Frank's Nursery and Crafts utilize a supermarket approach to merchandising

TAT buyer. A particularly strong seller was a flocked tree from Marathon-Carey McFall, selling for \$155.

Hovis also said that he could not stock enough trees selling at \$100. Harrows also reported strong sales of higher priced trees, according to Erlich, with the average price at \$50 and the highest priced tree, a 7½ footer, selling for \$130.

Location is also of prime importance in a trim-a-tree section. Most retailers place the section in a high traffic area to capitalize on impulse sales, and many retailers display the TAT merchandise near the toy section. Hess's puts its TAT section at the top of the escalator on the same floor as toys, while one discount chain tries to keep its TAT section near the front of the store "so nobody will miss it."

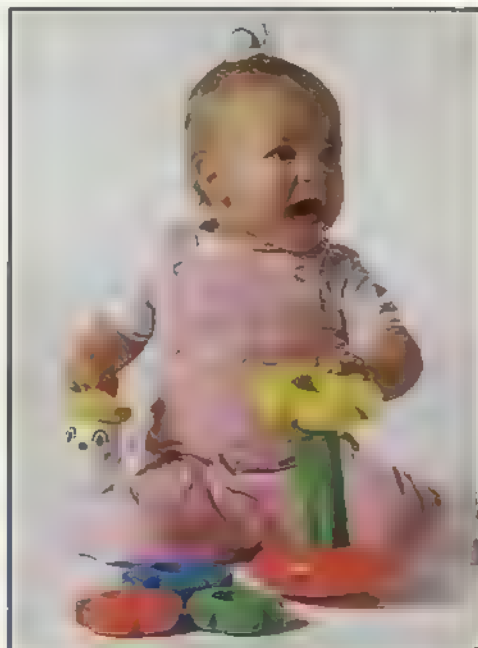
Many stores also try and give the TAT section a holiday atmosphere. Daytons sets up its Christmas decoration section right outside the store's auditorium, which was showing a Christmas feature of *Babes in*

Toyland. Other retailers, like Macy's Herald Square store builds traffic by having its "visit santa" line up adjacent to its "Deck the Halls" section.

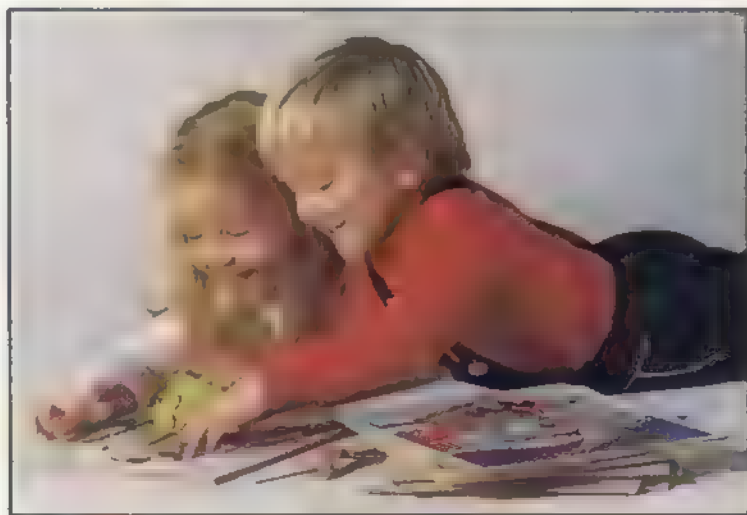
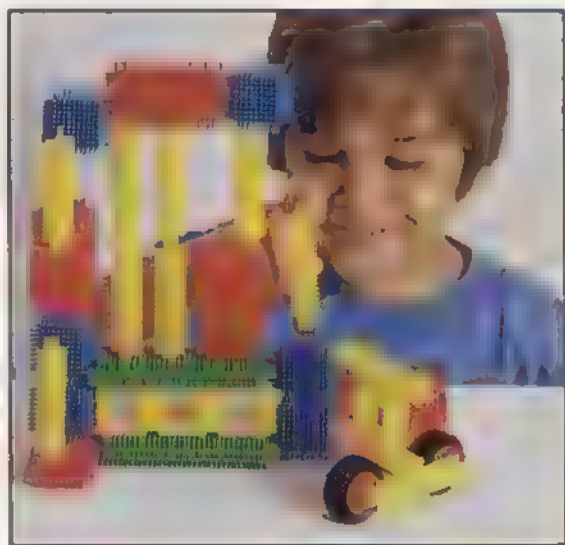
And when it's all over, the day after Christmas, when all displays have increased sales, almost 100 percent of retailers interviewed by PLAYTHINGS agree that half price sales on leftover merchandise are in order.

In fact, many retailers begin marking down merchandise by 25 percent a week before Christmas, while others have forsaken that idea because of increased late buying by customers.

But the leftover sales, which usually last for a week, are used to clean out leftover stock and make clean-up easier. But more importantly than easy clean-up, money is the key reason for leftover sales. "If you sell the merchandise, even at cost," says George Erlich of Harrows, "you at least have the money. And with the cost of money these days, that's important." □



These kids
have
the answer.



We asked these preschoolers, "Who makes your favorite toys?"

All agreed that Playskool makes the toys they love. And if babies could talk, they would feel the same enthusiasm about Playskool's Baby line. From teething toys to wheel goods, from puzzles to the most complete line of boxed soft toys in the industry, in 1980 Playskool offers a large array of the playthings children and parents want most.



31 STAY PUT SUCTION CUP RATTLES



111 PIGGY BANK
PULL TOY



73 JOLLY OLLIE



83 GIFT SET



408 ELECTRONIC PARAMEDIC



810 BRISTLE BEARS



62 BUNNY BALL



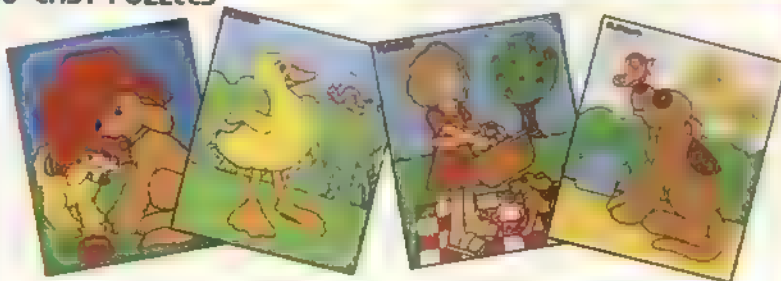
72 CLIK CLAK PUPPY



353 MR. XYLO



186 EASY PUZZLES



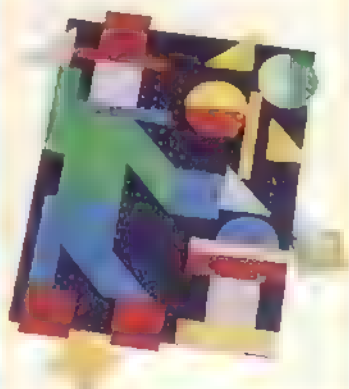
404 POSTAL STATION



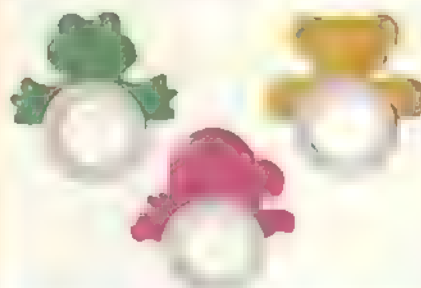
161 PUZZLE STOWAWAYS



436 PLAYTILES



22 HAPPY TEETHERS



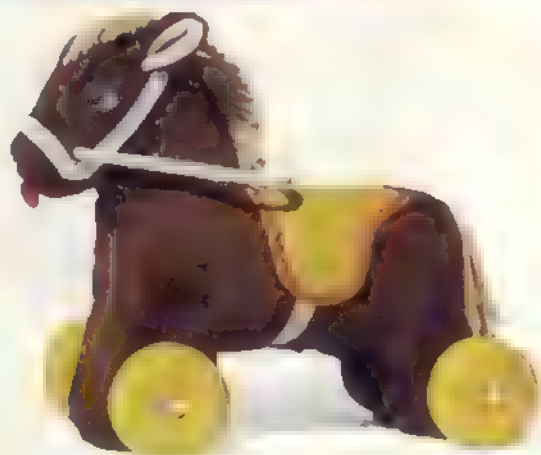
74 TILTIN' TABBY



52 TUB PETS



480 LITTLE BROWN PONY



23 KIDDIE LINKS



PLAYSKOOL

[illegible]

Spring Magazine Advertising

Playskool ads will appear 44 times in the pages of these five top magazines January through June. More mothers of infants and preschoolers will see Playskool toys advertised than ever before.



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
FAMILY CIRCLE		EVERYBODY NEEDS	YOU CAN LEARN... MOMMY, MOMMY SHARE A LAUGH	YOU CAN LEARN... SHARE A LAUGH WATER TOYS	WATER TOYS	
GOOD HOUSEKEEPING		EVERYBODY NEEDS	EVERYBODY NEEDS	YOU CAN LEARN... SHARE A LAUGH WATER TOYS		
AMERICAN BABY	TAKE A FRIEND	SHARE A LAUGH	SHARE A LAUGH	SHARE A LAUGH	SHARE A LAUGH	SHARE A LAUGH
McCALL'S			SHARE A LAUGH EVERYBODY NEEDS	WATER TOYS		
McCALL'S WORKING MOTHER			SHARE A LAUGH EVERYBODY NEEDS		WATER TOYS EVERYBODY NEEDS	

"YOU CAN LEARN..."

Kiddie Links
Clown Stack
Tote n Play

"SHARE A LAUGH..."

Tub Pets
Click Claks
Play Pup

"WHEELS MAKE..."

Tyke Bike
Toddler Taxi
Toddler Truck

"EVERYBODY NEEDS..."

Puzzles
Cobbler's Bench
Shape Sorter
Wagon of Blocks

"MOMMY, MOMMY..."

Woodboard puzzles

"QUIET MOMENTS..."

Baby's Doll
This Little Piggy
Play Pup
Bunny Ball

"WATER TOYS..."

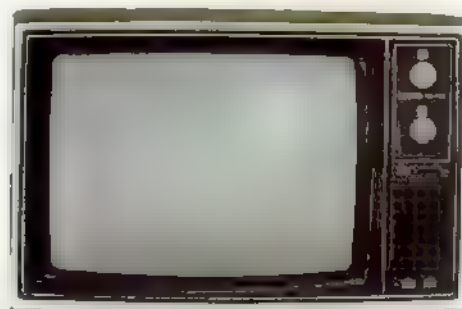
Gilligan's Island
Captain Gull
Tubby Turtle

"TAKE A FRIEND..."

Tote n Play
Play Pup

Spring Television Advertising

Your customers will see commercials on these big-selling spring toys every day on Captain Kangaroo.



FETCH-IT FREDDIE

CAPTAIN KANGAROO Feb. 11-Apr. 4

BRISTLE BLOCKS

CAPTAIN KANGAROO Feb. 11-Apr. 4

GILLIGAN'S ISLAND

CAPTAIN KANGAROO Apr. 7-May 30

Public Relations

- feature stories in national and local publications
- television and radio coverage
- stories and photos in trade publications

Co-op Advertising Program

Take advantage of Playskool's generous co-op advertising allowances. Contact your Playskool representative for complete information.

Free Sales Aids

- Display Materials
- Line Art
- Suggested Ads
- Promotional Signs
- Product Photos

ELECTRONIC VEHICLE



ENTEX INDUSTRIES, INC.
303 W. Artesia Blvd.
Compton, CA 90220
(213) 537-8740 (213) 979-4756



MAC MINI COMPUTER
A host of sophisticated features
for kids and adults; for work
and play



RC MOTORCYCLE
Radio-controlled Cafe Racer

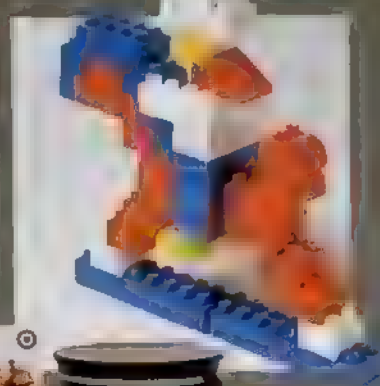


HIP POCKET GAMES



WORD COMMAND
Word recognition vehicle

LOC BLOCS



and at Toy Fair (Room 1116).



HOBBIES

Entex continues as a leader with one of the greatest lines of qual-

model kits and accessories, including one of the world's most complete collections of large scale classic and specialty automobiles, ships and airplanes. Plus, an exciting new line of wooden hull mantel-piece model ship kits, each fully detailed and loaded with features.



Lancia Stratos Turbo



Concorde

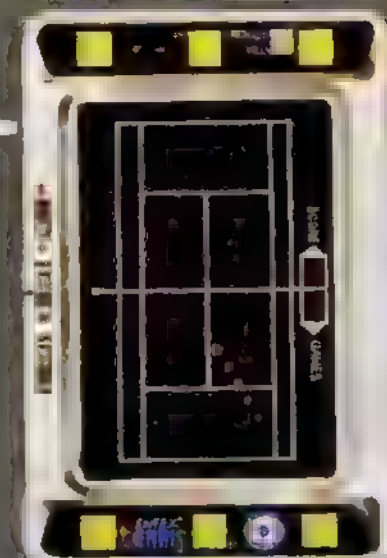


ELECTRONIC GAMES

by storm.

LED readout displays.

ogy. And includes the most up-to-date features of any in the industry. And remember, Entex will add plenty of network and for 1980.



OUR TENTH YEAR

**THE
1980
LINE OF
TOYS,
GAMES &
HOBBIES
FROM
ENTEX**



.....With the Most Exciting Line of Train and Racing Sets Ever.



No. 7328
The Golden Eagle

Network and Spot TV
\$5 Consumer Refund



No. 7332
The Chattanooga Choo-Choo

Network TV



No. 7322
The Silver Streak

Network and Spot TV



No. 6216
Jeep CJ Snake-Track

Network and Spot TV



No. 6220
Super Duper Double Looper

Network TV



No. 6214
Daredevil Jump

Network and Spot TV



No. 6408
Collision Crossing

Network and Spot TV



No. 6412
Big Detour

Network and Spot TV
\$5 Consumer Refund

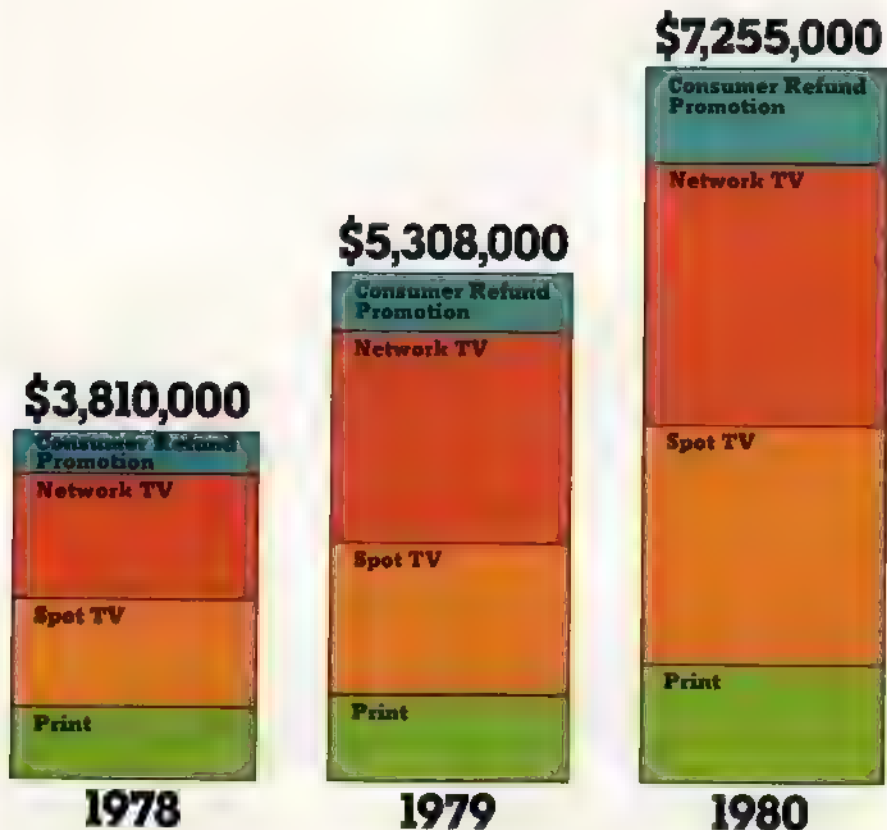


No. 6245
Super-Sound with
Computer Control Center

Network and
Spot TV

TYCO

...With a \$7.2 Million Ad Budget.
Nearly a 100% increase in two years.



More advertising than ever. Over \$7,200,000! More network TV, more spot TV, more print! Plus exciting new sets and dramatic new packaging.

And two important consumer refund promotions to create early sales. These are the reasons we're the leader in trains and racing. Again.

Tyco Leads the Way Into 1980...
With Two \$5 Consumer Refund Offers!

1 \$5 Consumer Refund Offer advertised in both the November 22nd issue of TV Guide, and the November 24th issue of People

2 Two weeks of network and spot TV promoting the offer

3 Your own ads can feature the authorized \$5 refund coupon

GOLDEN EAGLE with **SITE-GLOW**

TYCO WILL PAY YOU \$5 to buy this model set

TYCO WILL PAY YOU \$5 to buy this great train set before December 1st

GOLDEN EAGLE

\$5 REFUND

TYCO GOLDEN EAGLE

\$5 REFUND

1 \$5 Consumer Refund offer advertised in Sunday Comics in 78 major markets on December 7th.

2 Two weeks of network and spot TV promoting the offer.

3 Your own ads can feature the authorized \$5 refund coupon.

COMMAND CONTROL with **SITE-GLOW**

BIG DETOUR

SUNDAY COMICS

TYCO WILL PAY YOU \$5.00 TO BUY THIS EXCITING RACING SET BY DECEMBER 14th

TYCO WILL PAY YOU \$5.00 to buy this exciting racing set before December 14th

\$5 REFUND

TYCO BIG DETOUR

\$5 REFUND

Who handles the refunds?
Tyco, of course!

1980 **Advertising & Merchandising**



Tyco Leads the Way Into 1980..

1980 Fall Advertising Schedule

Month	Sept.	October					November				December	
Week of	29	6	13	20	27	3	10	17	24	1	8	
Golden Eagle												
Chattanooga Choo-Choo												
Silver Streak												
Jeep CJ Snake-Track		Top 6 Markets										
Super Duper Double Looper												
Daredevil Jump		Top 6 Markets										
Collins Crossing			Top 6 Markets									
Big Diner												
Coyote Squad and Friends												

Network TV

Spot TV

Print

Network TV  Spot TV  Print 

1980 Tyco Spot Markets

New York
Los Angeles
Chicago
Philadelphia
Boston
Detroit
San Francisco

Washington, D.C.
Cleveland
Pittsburgh
Dallas/Ft. Worth
St. Louis
Houston
Minneapolis

Miami
Atlanta
Seattle
Baltimore
Indianapolis
Denver
Portland

Hartford/New Haven
Cincinnati
Milwaukee
Kansas City
Buffalo
Columbus
Grand Rapids

Charleston
Salt Lake City
Flint/Saginaw
Jacksonville
Omaha
Green Bay





THE MIGHTY MARVEL MERCHANDISING MACHINE

*The Phenomenon That
Planning Built*

THE TOY LICENSING PHENOMENON: UNDERSTANDING SOME FACTS OF LIFE

Just stand at the checkout counter of any toy outlet and look at the toys as they stream by. Looking back at you will be a vast array of licensed characters, ranging from the star of this season's hit TV show to the cartoon favorites of your own childhood.

Industry figures show that one out of every three toy dollars rung up on the register is for an item produced under license. And because retailers average five turns annually on licensed toy merchandise (as opposed to three turns on non-licensed), the enthusiasm

of retailers and manufacturers for licensed properties shows no signs of waning.

All Licensed Properties Are Not Created Equal

Manufacturers and retailers alike, however, recognize important differences between types of licensed characters. Those that make it big as a result of a single media event—and no amount of pre-publicity or hype can guarantee success—are often destined for extinction when the media event has concluded.

Such characters can be extremely popular and profitable for a specific

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period of time. It's knowing when to start producing or ordering this type of character merchandise—and when to stop—that keeps toy manufacturers and store buyers awake nights.



Old Classics... And Some New Ones

There is, however, another type of licensed character—the character whose continued existence is not tied

to the fortunes of one single media event. Typically these characters (1) appeal to a wide age range through an ongoing mix of media, (2) are non-seasonal, (3) have demonstrated their potential for capturing whole new generations of children and (4) are fanciful, unique and non-imitable.

These characters are the classics, and are the mainstay of the toy licensing business. They range from anthropomorphic animals like Mickey Mouse and the denizens of Sesame Street to the SUPER HEROES like Spider-Man and the Incredible Hulk. The results of a recent industry survey (see panel) show that these are the licenses that manufacturers and retailers have greatest confidence in.

If this survey had been conducted in the early 1970s, Spider-Man and The Hulk would probably not have been mentioned. While they and numerous other Marvel Comics Group characters have long had the characteristics of classics, it was only four years ago that Marvel

COMPARE YOUR FEELINGS ABOUT TOY LICENSING TO THIS RECENT INDUSTRY SURVEY

1. Do you expect the percentage of toy dollars spent on licensed toys in 1980 to be:
- Increased or the same 68%
 - Decreased 24%
 - No opinion 8%

2. Do you expect the number of turns on licensed toys in 1980 to be:
- Increased or the same 80%
 - Decreased 8%
 - No opinion 12%

3. Many people feel that 1980 will be a complex year. Do you feel that in the total toy mix, licensed toys will be:
- More important or the same 72%
 - Less important 24%
 - No opinion 4%

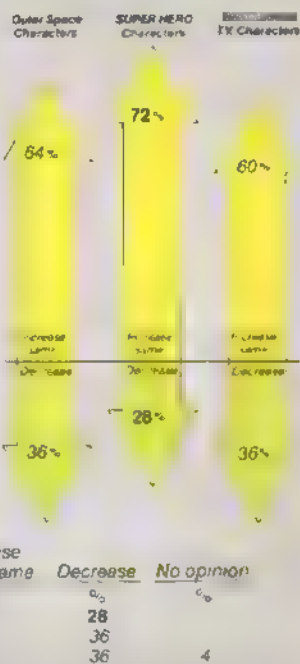
4. For which of the following 2 categories do you feel licensed toys are more important?
- SUPER HERO Toys 64%
 - Space Toys 36%

5. For the sake of differentiating important types of licensed action characters in the toy industry, we have broken them down into the following three categories:

- 1. Outer Space Characters—such as Star Wars, Star Trek and Buck Rogers.
- 2. SUPER HERO Characters—such as Spider-Man, Hulk, Superman and Batman.
- 3. Non-Cartoon TV Characters—TV shows such as Mork and Mindy and Chips.

For each of these categories please indicate whether you expect them to increase, decrease or remain about the same in sales in 1980.

- SUPER HERO Characters
- Outer Space Characters
- Non-Cartoon TV Characters





really began merchandising them aggressively.

MARVEL LICENSING: A PHENOMENON WITHIN A PHENOMENON

If the current popularity of licensed toys is a phenomenon, then the success of Marvel licensed toys must be called a phenomenon within a phenomenon. It has been an astounding success by any measure.

Marvel estimates that for 1979 its licensed characters will have generated over \$250 million in world-wide retail sales—with over 60% of that total in toys. Marvel characters are under license to virtually all the major toy companies, including Mego, Mattel, Remco, Ideal and Hasbro. License renewals are running close to 100%—

a record any licensor would be proud to own.

James Galton, President of the Marvel Comics Group, sums it up: "We have had tremendous response since we first started merchandising the properties. In the last two years our volume has multiplied forty-fold."

If Jim Galton doesn't sound overly surprised, it's understandable. Marvel's success in the world of licensing is no lucky accident. It's the result of a carefully planned organization with many different component parts. The Mighty Marvel Merchandising Machine.



Jim Galton

WHAT MAKES MARVEL'S SUPER HEROES SUPER?

Obviously there could be no Mighty Marvel Merchandising Machine without the MARVEL SUPER HEROES themselves. The longlasting and wide-ranging appeal of characters like Spider-Man, The Incredible Hulk, Spider-Woman, The Fantastic Four and Captain America is attested to by the fact that for more than a decade Marvel has been the runaway leader in the comic book field, with a current U.S. market share of well over 40%.

To understand the success of MARVEL SUPER HEROES as licensed properties, it's necessary to understand their basic nature and the ways in which children relate to them.

As opposed to western detective, or space heroes, whose "job description" is their basic reason for being, MARVEL SUPER HEROES have a unique look and specific powers and personalities; they can't be interchanged or copied.

The Marvel characters are particularly easy for children to identify with. They talk the language of today, and while

SPIDER-MAN'S FATHER IS ALIVE AND WELL AND WORKING AT MARVEL COMICS.

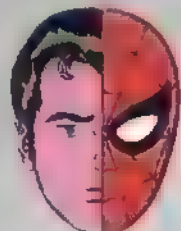
Many of the Marvel characters sprang from the fertile imagination of Stan Lee, whose name is legend in the comic book field. Stan began creating these characters while still in his teens some thirty-odd years ago. And despite the fantastic growth of the enterprise that his characters spawned, Stan remains involved with all aspects of the enterprise, from the development of TV shows based on his characters to writing the daily *Incredible Hulk* newspaper strips. Stan's enthusiasm for his characters remains undiminished. His insight into why they appeal to children are a prime reason for their success as licensed properties.



Stan Lee



They are endowed with dazzling costumes and super-human powers, they also have some very human faults



While Spider-Man can spin webs and scale skyscrapers, his alter-ego, Peter Parker gets acne and is almost painfully shy with girls. And what child or adult doesn't instinctively recognize the enraged, unreasoning Hulk that occasionally looms up inside himself?

The more human dimensions of the MARVEL SUPER HEROES helps explain more than just their broad appeal and longevity. It is also what makes them so suitable for translation into media other than comic books. It is the nature of the characters themselves that has led to the development of Marvel's unparalleled multi-media mix—the fuel on which the Mighty Marvel Merchandising Machine runs.

THE MARVEL MULTI-MEDIA MIX: FUEL FOR THE MACHINE

The number and variety of exposures that the consumer has to the Marvel characters is staggering

Consider comic books, the medium in which the MARVEL SUPER HEROES were born. Marvel is the giant in the field, selling over 85 million comic books a year with an average of better than 2.1 readers per copy. "One out of every three kids sees a Marvel comic book each month," says James Galton, Marvel President.

But print exposure doesn't end there. Syndicated comic strips of The Incredible Hulk and Spider-Man appear daily in 500 newspapers with a combined weekly circulation of more than 100 million. Marvel characters are also licensed for some 100 paperback books, about half of which are adventure stories and half activity books.

It's estimated that 3 million of these books were sold in 1979.

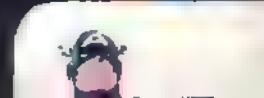
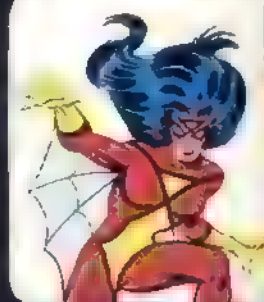
Marvel also creates customized comic books as premiums for companies who want to appeal to children. In 1980, 10 million such comic books will be distributed by companies like General Mills, Lever Bros. and Coca-Cola.

Adding these figures up, you find that potential purchasers of Marvel licensed merchandise have over 5 billion individual exposures to their heroes in print each year. And that's only in print.

The Marvel of Television

A look at the current television line-up reveals the phenomenal level of impact that MARVEL SUPER HEROES have on children and parents alike. Marvel has the rare distinction of being represented by a prime time, live action series or an animated series on all three networks as well as on the Public Broadcasting System (P.B.S.)

According to Alice Donenfeld, Marvel's Vice President of Business Affairs, these programs collectively draw some





50 million viewers weekly "Our characters continue to prove themselves naturals for television," comments Ms. Donenfeld. "Their visual appeal and unique personalities lend themselves to successful dramatic development. Week after week, our ratings demonstrate the draw of MARVEL SUPER HEROES."

Marvel fans' appetite for their heroes appears almost insatiable. Personal appearances by six Marvel characters—The Incredible

Hulk, Spider-Man, Spider-Woman, Captain America, The Thing, and Green Goblin—draw as many as 7,000 children and parents each time out. These Marvel characters have over 2,000 bookings annually at stores and shopping malls. According to Nancy Allen, Marvel's Vice President of Promotion, Spider-Man alone shakes hands with over 2 million children a year. (Don't feel sorry for him though, Ms. Allen has about 50 different Spider-Man actors in her stable at the moment.)

The fact that the Mighty Marvel Merchandising Machine is fueled by so many different types of media gives the Marvel licensed characters certain strengths. And being exposed through a variety of media, the characters are important figures in the child's environment—better liked, more identified with and better understood.

There is a synergy between the various elements of the Marvel media mix. The child who watches The Hulk on television is more likely to follow him in the daily comic strip, the youngster who shakes hands with Spider-Man at a shopping mall will probably buy more of his comic books—and more of the merchandise carrying his name.

Marvel's licensing people feel strongly that licensed merchandise itself is part of the mix supporting a particular character. It's the craving for additional exposure to their heroes that makes the children buy the licensed toys. When a child's eyes light up with pleasure over a toy that is faithful to the character and delivers all the value and fun he hoped for, his

MARVEL MOVES AGAINST NEW MARKET SEGMENT

Until Marvel's recent entry into the preschool market, the company's licensing efforts had been directed primarily to older children. This was quite logical, as Marvel President James Gailton points out:

Research indicated that the average comic book reader was 11½. That was the area we looked at first.

But since half of the readers are under 11½, and since a substantial number of Saturday morning TV viewers are under seven, obviously there is a great deal of interest on the part of younger children.

Marvel executives also discovered that their characters' personal appearances were attracting a large number of three-, four- and five-year-olds, further confirmation of what other research was telling them.

Our strong suit in toy licensing currently is in action figures, vehicles, crafts and ride-ons, observes Doug Polumbaum, Director of Domestic Licensing. But preschool is still an enormous market we're just beginning to tap.

The line-up of Marvel inspired television shows includes:

NETWORK PRIME TIME, LIVE ACTION SERIES

The Incredible Hulk, in its third season on CBS

NETWORK PRIME TIME, LIVE ACTION SPECIALS

(MADE FOR TELEVISION MOVIES)

Captain America, CBS.

Spider-Man, CBS

NETWORK SATURDAY MORNING, ANIMATED SERIES

Spider-Woman, ABC

The Thing, NBC

DAILY SYNDICATED, ANIMATED SERIES

Spider-Man

Fantastic Four

MARVEL SUPER HEROES

PUBLIC BROADCASTING SYSTEM (P.B.S.)

Spider-Man teaches children how to read on "The Electric Company."



legiance to the character grows stronger—and that's important

That's why Marvel's involvement with licensees doesn't end with a signature on an agreement. Quite the opposite—the pressure of the pen on the dotted line is the force that puts the Mighty Marvel Merchandising Machine into high gear

THE MIGHTY MARVEL MERCHANDISING MACHINE:

SEE HOW

UNS!



For the last three years, Marvel handled its domestic licensing through Columbia Pictures Merchandising. Now it has brought domestic licensing in-house with a staff headed by Douglas Polumbaum, Director of Licensing for the U.S. and Canada.

"Our major objective" says Doug Polumbaum, "is to develop more long-term planning with current licensees." He is quick to point out the difference between a character cycle and a product cycle. "Our characters go on and on, but products and packaging often need updating." Mr. Polumbaum aims to maintain a relationship with licensees that will encourage such updating as well as new product innovation.

He points out that the long-term staying power inherent in the characters gives a manufacturer more time to perfect new products and to take full advantage of the assistance and guidance that is available from Marvel.

He has also made a commitment to expanding Marvel's licensee base, saying, "We constantly look at what is in the marketplace by talking with all segments of the toy industry from new product people to the retail buyer. We analyze the market, see where gaps might exist and try to fill them."

Marvel works with licensees and products in numerous ways

- Keeping licensees and retailers apprised of the latest Marvel media events (such as TV specials and ratings) as well as long term Marvel media plans, so as to develop profitable new opportunities for them
- Evaluating new product proposals to ensure the best exposure for each market segment, price point and product category
- Providing creative services as requested. Art work samples of Marvel characters are available to licensees free of charge. And Marvel's in-house and free-lance staff (140 artists and writers in all) can utilize their first-hand knowledge of the characters to design packaging, product, advertising and promotional materials at competitive prices.
- Exercising quality control. All licensed products must be approved by Marvel, who makes certain that the characters are accurately portrayed and that the quality is right for the price point.

MARVEL'S MAKING BIG NOISES OVERSEAS (Or: How does The Hulk say "RRAGGHHHH!" in French?)

Our characters for the most part are just as popular overseas as they are in America," says Gail Munn, Vice-President-International Licensing. Their success abroad is based on a solid foundation.

- Marvel Comics have been published in the international market for 20 years in 15 different languages.
- Spider-Man animated cartoon shows and newspaper strips are available everywhere in the international market.
- The Incredible Hulk cartoons have been sold in every country in Latin America, as well as in Australia and many European countries. Even though we have been merchandising overseas for only three years, we have been able to become one of the major international licensors." Ms. Munn states, reporting that business in the first three quarters of 1979 tripled that of all of 1978.

COMING: AN EVEN MIGHTIER MARVEL MERCHANDISING MACHINE

New Marvel characters always mean new licensing possibilities. Latest to get the "star treatment" is Spider-Woman. Like all Marvel characters, she was first established in comic books and her appeal measured by various factors including sales results and attitudinal research. Spider-Woman proved such a hit that she now has her own monthly comic book and Saturday morning network animated TV show. Doug Polumbaum explains Spider-Woman's success. *"With the changing role of women today and the fact that so many women are engaged in physical activity, we felt a female MARVEL SUPER HERO had a certain timeliness. We now have Spider-Woman built up to a point where it makes sense to increase the merchandising and licensing activities on her."*

Old established heroes can take on new roles too. One project in the works would use Captain America as spokesman for the U.S. Energy Department. As part of the project, customized comics and posters featuring Captain America and his energy-saving tips will be mailed to schools all over the country. Down the road he's also scheduled to appear on outdoor signs and public TV and radio. Also in the planning stages: A Broadway play based on Marvel characters and a \$20 million live-action film featuring the Silver Surfer.



Already in test markets is a video-comic pilot program. TV viewers see a Marvel comic panel-by-panel, complete with words in cartoon balloons, but also accompanied by sound. This test market experiment shows that seeing and hearing these words simultaneously is a great help for children who are learning to read.

While all this is going on, Marvel expects to open its own in-house animation studio this year. And just around the corner are Cable TV, videotape cassettes, and a few more surprises that Marvel doesn't want to discuss just yet.

Whatever they are, rest assured that they're part of a well thought out plan by skilled professionals to make the Mighty Marvel Merchandising Machine even mightier than before—and to make Marvel licensed products an even bigger success in 1980 and all the years to come.



ARE YOU MISSING AN OPPORTUNITY?

The Mighty Marvel Merchandising Machine is uniquely equipped to help you succeed with licensed character toys.

And now new Marvel developments are opening up new categories for licensing such as girls' toys (Here comes Spider-Woman!), electronic, pre-school and educational toys. So if you've been toying with the idea of licensing characters for your new products, hesitate no longer.



To find out more about The Mighty Marvel Merchandising Machine, call Mr. Douglas Polumbaum, Director of Domestic Licensing, at (212) 838-7900.

THE MIGHTY MARVEL MERCHANDISING MACHINE

**MARVEL
COMICS GROUP**

575 MADISON AVENUE
NEW YORK, NEW YORK 10022
212/838-7900



NORCA INDUSTRIES LIMITED
Montreal, Canada.

SCANMAN®

Winter Fun

A COLLECTION OF SLEDS, SKIS, SNO-SHOES, SNO-BLOCK MAKERS AND CARPETS
FOR CHILDREN AND ADULTS OF ALL AGES



STAR GLIDER

"The World's first Space Sled"

STAR GLIDER SG 1000

(with brakes)

Article No. 5038

Large futuristic sled designed to capture the imagination of todays space oriented children. Spectacular metallic colouring and attractive labeling. Moulded seat giving good insulation against cold ground. Steel brakes on each side for the dual purpose of steering and braking. Tow rope on front.

Length 41" / 105 cm. • Width 24" / 60 cm. • Weight 6 lbs. / 2.73 Kilos
1 per polybag or Colour Carton 1

AGE 6 TO 14 YEARS

No. 5038



STAR GLIDER 80

Article No. 5035

Medium sized sled made of high density polyethylene. Withstands cold down to -40° below zero. Handles on each side. Tow rope on front. Attractive blue metallic colouring and colourful labeling.

Length 32" / 80 cm. Weight 3 lbs. / 1.36 Kilos
Width 16 1/2" / 42 cm. 6 per polybag

AGE 6 TO 9 YEARS

STAR GLIDER 80 (with brakes)

Article No. 5036

Medium size sled made of high density polyethylene. Withstands cold down to -40° below zero. Hand brakes with dual purpose of steering and braking. Tow rope on front. Attractive blue metallic colouring and colourful labeling.

Length 32" / 80 cm. Weight 3 lbs. / 1.36 Kilos
Width 16 1/2" / 42 cm. 3 per polybag

AGE 6 TO 9 YEARS

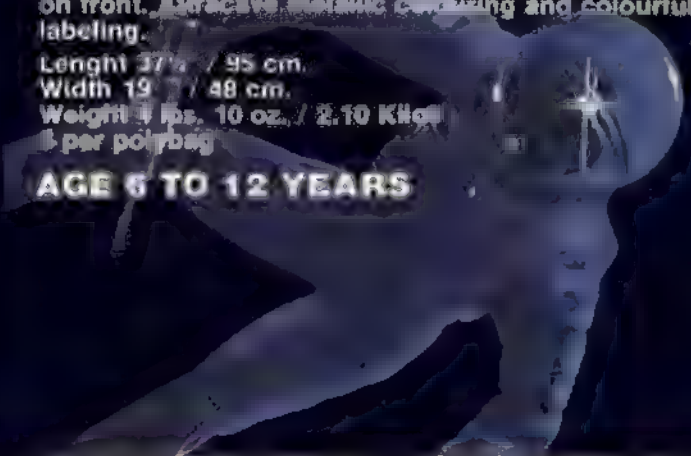
STAR GLIDER 95 (with brakes)

Article 5037

Large sized sled made of high density polyethylene. Withstands cold down to -40° below zero. Wide runners, moulded seat with back support. Hand brakes with dual purpose of steering and braking. Tow rope on front. Attractive metallic colouring and colourful labeling.

Length 37 1/2" / 95 cm.
Width 19" / 48 cm.
Weight 4 lbs. 10 oz. / 2.10 Kilos
3 per polybag

AGE 6 TO 12 YEARS



No. 5035



No. 5036



No. 5037





SNO HORSE STEERABLE 85

Article No. 5030

Steering wheel controlled. Pivoting skis at the front end. High saddle offers a choice of two driving positions, kneeling and seated. Wide chassis ensures steadiness through curves. Made of high density polyethylene.

Length 34" / 85 cm.

Width 21" / 53 cm.

Weight 4 lbs. 8 oz. / 2.05 Kilos

1 per polybag or Carton Qty. 3

AGE 6 TO 9 YEARS



SNO HORSE STEERABLE 100

Article No. 5034

Large steerable sled. Controlled pivoting skis at the front end. High saddle offers a choice of two driving positions, kneeling and seated. This sled can accommodate 2 children because of its extra length. Wide chassis ensures steadiness through curves. Made of high density polyethylene.

Length 40" / 100 cm.

Width 21½" / 54 cm.

Weight 6 lbs. 5 oz. / 2.87 Kilos

1 per polybag or Carton Qty. 3

AGE 6 TO 14 YEARS

No. 5030



No. 5034



SNO HORSE MINI

Article No. 5005

Mini sized sled perfect for the under five age group.
Made of high density polyethylene. Withstands cold
down to -40° below zero. Handles on each side.
Tow rope on front.

Length 24" / 60 cm. Weight 2 lbs. / 907 grams
Width 16" / 40 cm. 12 per polybag

AGE 2 TO 5 YEARS

SNO HORSE JR.

Article No. 5006

Medium sized sled made of high density polyethylene.
Handles on each side. Moulded seat. Tow rope on front.

Length 32" / 80 cm.
Width 18 1/2" / 46 cm.
Weight 4 lbs. / 1.81 Kilos
12 per polybag

AGE 6 TO 9 YEARS

SNO HORSE JR.

(with brakes)

Article No. 5007

Medium sized sled made of high density polyethylene.
Handle brakes on each side with dual purpose of
steering and braking.

Length 32" / 80 cm.
Width 18 1/2" / 46 cm.
Weight 4 lbs. / 1.81 Kilos
3 per polybag

AGE 6 TO 9 YEARS

No. 5005



No. 5006



No. 5007



**SNO FIGHTER
SENIOR XL 44
(with brakes)**

Article No. 5018

A large true tracking sled for the senior enthusiast. Made of High Density Polyethylene. Withstands cold down to -40° below zero. Wide runners. Moulded seat giving good insulation against cold ground. Handbrake on each side which has dual purpose of steering and braking. Tow rope on front.

Length 42" / 106.5 cm.
Width 22" / 56 cm.
Weight 7 lbs. / 3.2 Kilos.
In poly bags of 3.

**SNO TANDEM
SST 44
(with brakes)**

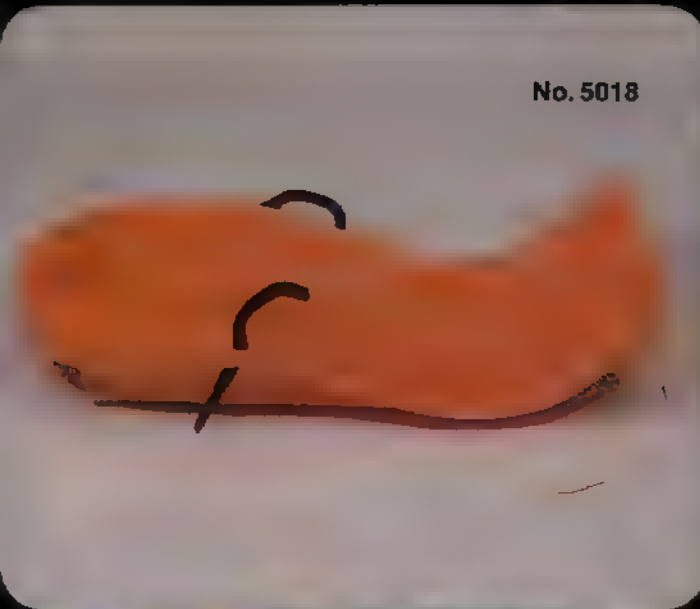
Article No. 5027

For two persons. Made of High Density Polyethylene. Withstands cold down to -40° below zero. Wide runners, moulded seat with back support. Handbrake on each side which has dual purpose of steering and braking. Tow rope on front.

Length 44" / 112 cm.
Width 22" / 56 cm.
Weight 7 lbs. / 3.2 Kilos.
In poly bags of 3.

AGE 8 TO 80 YEARS

No. 5018



No. 5027



SCANMAN®
PLAY BOB
Article No. 5004

A tough, long wearing sled made of High Density Polyethylene. Handles on each side with guards to protect knuckles. Wide track runners with extra-long-life wear ribs. Moulded seat with back support. Tow rope on the front.

Length 32½" / 82 cm. • Width 15½" / 40 cm.
Height 7½" / 19 cm. • Weight 2 lbs. 14 oz. / 1.3 Kilos.
In poly bags of 3.

AGE 5 TO 9 YEARS



No. 5011



No. 5004

SCANMAN®
BABY BOB
Article No. 5010

A lightweight Baby sled made of High Density Polyethylene. Moulded seat affords protection against cold ground. Safety belt for baby. Enclosed front to protect baby from cold and snow. Rigid pull handle on front.

Length 32½" / 82.5 cm. • Width 14½" / 37 cm.
Height 8½" / 21.5 cm. • Weight 5 lbs. / 2.27 Kilos.
Packed 1 to a carton.

BABY BOB CUSHION
Article No. 5011

Made of Polyurethane foam. Covered with tough jersey vinyl.

Colour milan blue.
In cartons of 6.



No. 5010



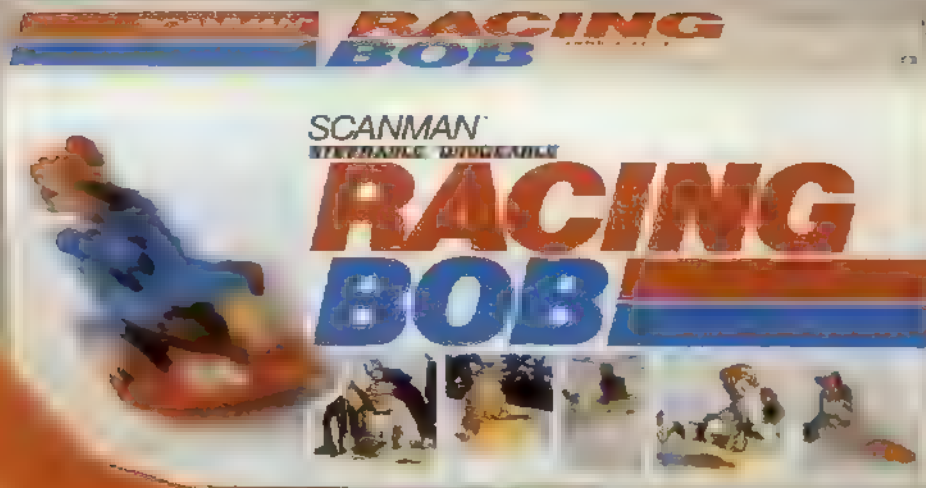
SCANMAN® RACING BOB

Article No. 5029

Steerable sled. Made of High Density Polyethylene. Self lubricating nylon steering components. Wide track runners with extra long-life wear ribs. Double insulated seat. High seat back offers both protection and support. Tow rope on front.

Length 36" / 97.5 cm. • Width 19" / 49 cm. Height 8" / 22 cm.

• Weight 7 lbs. 7 oz. / 3.5 Kilos. Packed 1 to a carton.



No. 5029

SCANMAN®

PRODUCTS BY

NORCA INDUSTRIES LIMITED

235 Montée de Liesse, Montréal, Canada.

Tel.: (514) 735-6641 - Telex: 05 926935



SNO SHOE CANADA

Article No. 5025

With leather harness is a thoroughly tested quality product. Ideal for hikers, snomobilers and Junior rappers. Made of fiberglass reinforced polyethylene. Length 30" / 76 cm. • Width 11" / 28 cm. Weight 20 oz. / 570 grams each shoe. In cartons of 12 • each pair in a poly bag

SUPER SLIDER SNO SKATES

Article No. 5032

Made of durable polyethylene. Adjustable to all sizes. Included Nylon laces. Play Hockey on snow or just skate on snow.

In carton of 24 pairs • each pair in a box.



No. 5025

IGGY

Article No. 5033

Made of Polyethylene. Year round fun for snow and sand.

In cartons of 24 sets • each set in a box.

SNO SAUCER

Article No. 5003

Large saucer made of High Density Polyethylene. Handles on inside for good grip and hand protection. Size 27" / 68.5 cm • Weight 1 lb. 14 oz. / 350 grams. In carton of 12.

KRAZY KARPET

AVAILABLE IN 3 NEW SIZES.

Article No. 5031

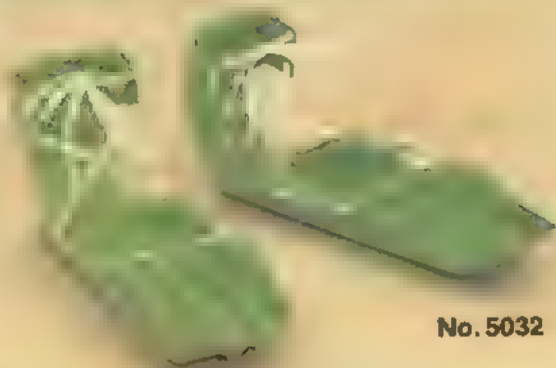
Lightweight unbreakable roll up Carpet. Diecut handle openings in front.

Length 36", 48", 60" • Width 18" / 48 cm.

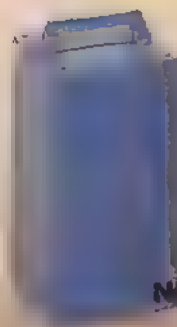
In carton of 24 • each item in a poly sleeve



No. 5003



No. 5032



No. 5033



No. 5031

OLYMPIC 80 MINI SKIS

NO SKI BOOTS REQUIRED.

Article 5054 5065 5075

	JUNIOR	INTERMEDIATE	SENIOR
Age	3 • 6 years	4 • 7 years	8 • 9 years
Package	Individual	Individual	Individual
Length	22" (56 cm.)	26" (66 cm.)	28" (73.5 cm.)
Width	4 1/8" (10.5 cm.)	4 1/8" (10.5 cm.)	4 1/8" (11.5 cm.)
Carton Qty.	24 pairs	16 pairs	12 pairs
Weight	36 lbs. (15.9 kilos)	46 lbs. (20.9 kilos)	38 lbs. (16.3 kilos)

MINI POLES (plastic)

Article No. 5000

To be used with Mini skis. Rounded "Children safe tips". Flexible and durable safe shaft made of fiberglass reinforced Polyethylene.

Length 31" / 79 cm.

Carton Qty. 36 pairs. • Weight 19 lbs. / 8.6 kilos.

MINI POLES (aluminum)

Article No. 5001

To be used with Mini skis. "Children safe tips". Flexible and durable safe shaft made of aluminum. Length 36" / 91.5 cm. In carton of 24 pairs.

OLYMPIC 80 MINI SKIS & MINI POLES (aluminum)

Article No. 5055 5065

	JUNIOR	INTERMEDIATE
Age	3 • 6 years	4 • 7 years
Package	Poly Bag	Poly Bag
Length	S22" (56 cm.) P36" (91.5 cm.)	S26" (66 cm.) P36" (91.5 cm.)
Width	Skis 4 1/8" (10.5 cm.)	Skis 4 1/8" (10.5 cm.)
Carton Qty.	24 sets	24 sets
Weight	56 lbs. (25.5 kilos)	66 lbs. (30.8 kilos)

CROSS COUNTRY SKIS & POLES

Article No. 5095

Durable lightweight skis & aluminum poles. Skis feature new leather binding to insure a tight fit for all foot sizes.

Made of fiberglass reinforced polyethylene.

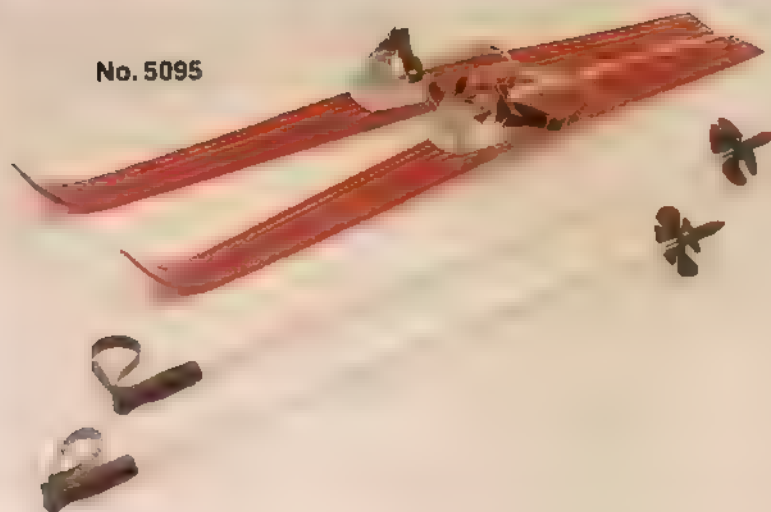
Ski length 41" / 104 cm. • Width 2 1/2" / 6.5 cm.

Pole length 35 1/2" / 90 cm.

Carton Qty. 12 sets • Weight 48 lbs. / 21.8 kilos.

NO SPECIAL CROSS COUNTRY BOOTS REQUIRED.

SKIS WITH SPECIAL NON-SLIP BACK.





The DINOSAURS™—a collection of three super-soft and realistic prehistoric creatures so life-like that their sales will create history of their own.

Pre-market testing confirms the broad consumer appeal of this exciting innovation in soft toys. Each Dinosaur comes with a 24 page color storybook and consumer mail-in offer for a colorful wall poster.

The Dinosaurs are designed and carefully constructed from unique tipped, two-toned fabrics. They are only a few of the 75 new items in the Animal Fair line.

Minimates, bean bags, puppets and basic soft toys—Animal Fair manufactures a complete line of soft toys on a year 'round basis.

If you believe creative design, reliable service, and quality products are extinct in soft toys—take another look! See for yourself in Room 1122 at the Toy Center Building.



Circle No. 65 on Reader Inquiry Card

Comical characters are getting the nod at Princess Soft Toys

CANNON FALLS, MINN. — Among the 40 new Princess Toys is The Worry Bird

Everybody's got problems, right? Worry Bird somehow solves those problems faster than you can say Father Aloysius Fidget, discoverer of the Worry Bird.

Another Princess character is Herbie, a pooch capable of many different poses, made possible by special fasteners on his paws.

Then there's Lovable Lester, a soft and floppy hound.

Orville, the Orangutan, is the swinger from the jungles of Borneo. He comes in two sizes, 28-inches and 42-inches long.

Treasure Bear, made of deep pile fur, is nonallergenic, nontoxic and has safety-locked nose and eyes.

(Circle No. 730 on Reader Inquiry Card)



Worry Bird

Wham-O says cool off with Willy Water Bug

SAN GABRIEL, CAL. — There's super spraying action for cool water fun with Willy Water Bug from Wham-O.

Willy's carefully engineered and sturdily constructed out of high-quality plastic.

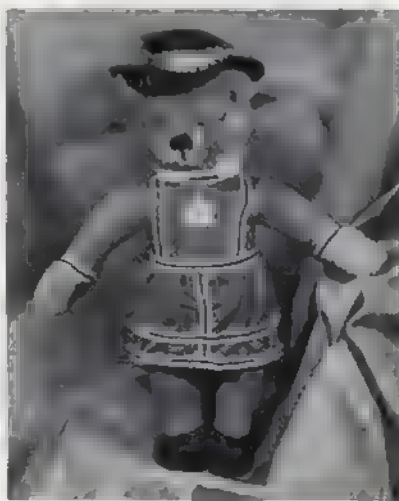
His tubes in the hat lift, move, and spray swirling streams of water. Willy attaches easily to the garden hose and works even in low-pressure areas.



Willy Water Bug

(Circle No. 729 on Reader Inquiry Card)

Fagan bringing home lots of Teddy Bears



Beefeater Teddy

DUARTE, CAL. — Fagan International has imported a number of soft toys from England and Sweden

From England came Koala-ty Cuddlers, bears dressed in Guardsman, Beefeater, and Tyrolian costumes.

Also, there are Executive Mallard Duck, Floppy Lamb and Fox, and Sludge-Green Hippopotamus.

Koala bears come in fine plush and baby fits into mother's arms. They are 16-inches tall.

Mallard duck has a velveteen beak and is kapok stuffed.

From Sweden there are fully-jointed Teddy Bears of lamb's wool, from 15-inches to 36-inches tall

(Circle No. 728 on Reader Inquiry Card)

Wizard of Odds tops Tarco's introductions

CHICAGO — Tarco has introduced the Wizard of Odds, a hand-held electronic game.

It is the first of a number of electronic games planned by the firm.

This one has six games of chance, with 42 L.E.D. lights, numbers, computerized scoring, electronic timer, and sound responses.

Extensive national TV advertising is planned for Wizard of Odds, which operates either on a 9-volt transistor battery or AC adapter.

(Circle No. 727 on Reader Inquiry Card)

Bandai America is making the scene with its electronic games

SECAUCUS, N.J. — Bandai America, the newly formed division of Japan's largest toy concern, Bandai Corporation, enters the U.S. market featuring Hulk and Spiderman electronic games.

These are designed for kids aged 5 and up. Electronic chips activate eight random-action L.E.D. lights as the player presses the play button to determine his next level of play.

The titles are Spiderman Rescue Game and Incredible Hulk Escapes Game.

The Bandai Electronics Arcade offers the thrills and challenges of arcade-style entertainment in the palm of the hand.

High-speed thrills and roadway action are presented in Champion Racer.

In Missile Invader, the player controls his missile station as he attempts to shoot down the invader and mother ship before they shoot him



Spinnies

The perfect replica of the most popular arcade game in the world, says Bandai America, is Super Galaxy Invaders.

Wind'em Ups are whimsical characters with lots of action. Splashes are a turtle, gator, and a hippo longing to swim, and Spinnies are animals and vehicles searching frantically for direction as they free-wheel their way along

Skippees jump and skip their own "ropes," turning 360 degrees.



Incredible Hulk Escapes

(Circle No. 793 on Reader Inquiry Card)

Invicta enters the arena of action games for all in the family

NEW YORK — Known for its strength in marketing games of logic and strategy, Invicta will now add a line of family-oriented action games.

Evoking memories of Edgar Allan Poe's short story is The Pit and the Pendulum, a game for two or more players. It contains two pendulums that swing back and forth, a casket lid that lowers over an open casket, and 12 plastic bones.

Object of the game is to pull out the bones without touching the swinging pendulums and to place them in the casket before the lid closes.

The Venus Fly Trap was the inspiration for Bug Trap, which has four flowers in a jungle setting. The object of the two-to-four-player game is to catapult soft plastic bugs onto the flower's center to get them to close.

To play Schnozzle participants wear a plastic duck bill that makes gurgling noises. Players try to suck up pieces of a puzzle with the duck bill through suction, and then by holding the piece onto the front of the bill, place the piece into the ap-



Bug Trap

propriate slot in the puzzle.

Vagabondo, a strategy and logic game, takes its name from Esperanto, the artificial language invented in 1887. In Esperanto Vagabondo means vagabond.

When two to six players finish the game, they'll know why it's called Vagabondo.

Tabletop hockey and the elements of soccer form the fast pace of a sports action game, Flik Soccer. Flik

Soccer is for two players.

Invicta has added a new twist, or box, to the old connect-a-dot paper game. Boxes comes with a plastic playing board, gridded with 64 squares with holes in the center, yellow and red plastic dots, and triangular plastic flag-shaped pieces used to mark off the board's squares.

(Circle No. 792 on Reader Inquiry Card)

Don't Miss the Boat is expected to make a splash for Schaper

MINNEAPOLIS — Don't Miss the Boat, a mechanical action game, is being introduced by Schaper at Toy Fair.

The game, which does not require batteries, features a boat, 3-D ocean, and four ramps. As the boat passes, players roll their marbles down their ramp, trying to make them land in the boat. If they miss, the cargo is lost at sea. The player who gets the most marbles in the boat wins.

XRC is a computer toy. It has a built-on rider on a radio-controlled motorcycle. The rider moves each leg out on turns for counter-balance.

Stomper 4x4s are five miniature toy vehicles that climb lots of different obstacles. The battery-operated vehicles are available individually on blister cards, or in special sets with accessories.

Modeled after the original Stadium Checkers game, a Schaper basic for 29 years, is Tournament Stadium Checkers.

The new game involves the same strategy and challenge as the old, but is larger for longer playing time.

An addition to the Playmobil System of little people is Police Rescue. Each set features the three-inch-high articulated Playmobil



Don't Miss the Boat

figures and accessories such as a helicopter, police cars, and motorcycles.

Children can create their own emergency rescues. The sets come in three sizes, with a different number of little people and accessories.

New packaging for the Playmobil System also will be unveiled at Toy Fair. The new packaging creates a uniform look for the system as well as new set sizes.

(Circle No. 708 on Reader Inquiry Card)

Johnson & Johnson is premiering with nine Playpath products

PISCATAWAY, N.J. — Johnson & Johnson Baby Products Company has entered the toy industry with nine products that will be shown for the first time at Toy Fair.

All carry the name Playpath and come with a 16-page illustrated Play and Learning Booklet.

Stand-Up Man is a colorful character made of three blocks, with a suction cup base, all connected by a cord. After knocking him down, the child can make him jump to attention by pulling the ring.

Harbor Village has a figure and interchangeable pieces that fit together like a puzzle. The toy can be used in the tub, on the beach, or in the sandbox.

An action toy, Balls-In-A-Bowl has colorful spinners inside of three balls. The toy is designed for use in filling and dumping, ball games, and tub activities.



Playpath Stand-Up Man

Fitting Forms has a variety of different colored, shaped, and sized pieces that fit together in many ways. Blocks have a rattle inside.

Box & Blocks is a combination of

the simple and the complex. Children will fit and stack the forms into different combinations, learning about shapes, sizes, and color.

Three toys in one is Soft Triplets. Each figure has bright colors and patterns. All three respond to baby's actions — one squeaks, one crackles, and one rattles.

Peek-A-Boo Ball is designed to be held by very young hands. Hidden inside is a handle that appears and then disappears as baby shakes the ball.

Red Rings is designed as baby's first toy. There are bright colors and a jingling bell and it makes a fine teether, too.

Tracking Tube has a red ball floating in nontoxic liquid, which appears and disappears. There are a bell and a squeaker.

(Circle No. 707 on Reader Inquiry Card)

Ben Cooper goes to Sesame Street for Halloween costumes

BROOKLYN — Sesame Street Halloween costumes from Ben Cooper will be a major Halloween promotion this year.

The costumes have been specially created in conjunction with Sesame Street and portray the characters that the kids see all year long.

Special sizes for the Sesame Street fans are 2-3, 3-5, and 6-8. The costumes are available in a two-dozen assortment of all six characters or a one-dozen pack of each individual character.

Each costume is packaged in a Sesame Street window display box and a full-face character mask is available with each costume.



Sesame Street Halloween costumes

(Circle No. 757 on Reader Inquiry Card)

Nichols-Kusan takes aim with Laser Blaster and Voice Rifle

JACKSONVILLE, TEX. — Buck Rogers Laser Blaster and Voice Rifle are two of the latest products from Nichols-Kusan.

A young space traveler using the Buck Rogers Laser Blaster pulls the trigger, hears the laser, and sees the laser through the scope as it appears to travel toward the target.

Thus the Laser Blaster combines the excitement of electronic laser sounds with the realism of a "computer" light-enhanced action-scope. Following the sound, an explosion is heard while the flash of the "hit" appears through the scope.

The Laser Blaster is a scaled-down version of the rifle used in both the Buck Rogers film and TV series.

It is powered by one 9-volt battery and has an over-all length of 29 inches.

Nichols-Kusan feels the Voice Rifle is the most exciting addition to plastic rifles since the invention of the clicker.

The Voice Rifle uses a solid-state electronic amplifier circuit to project the shooter's voice. A child can give commands to the troops, threats to the enemy, or simply amplify his own sounds into a louder noise.

The microphone is located in such a manner that the rifle may be easily used by left or right handers. The

amplifier circuit operates on one heavy duty 9-volt battery. The simple on-off switch is operated by the trigger so the Voice Rifle cannot be left on to drain the battery. The Voice Rifle's length is 27 inches.

(Circle No. 758 on Reader Inquiry Card)



Buck Rogers Laser Blaster



INDUSTRY NEWS

Antitrust suit against R. Dakin dismissed

SAN FRANCISCO — A United States District Court has dismissed an antitrust suit brought by Determined Productions, a San Francisco based merchandising company, against R. Dakin.

The suit alleged that Dakin had conspired to monopolize the production of one of Korea's major plush toy manufacturers. Dakin responded with evidence that it had helped the Korean company to become preeminent in the manufacturing of plush toys and asked that the suit be dismissed because it lacked merit in both fact and law.

The Court agreed with Dakin, ruling that Dakin's business practice of purchasing the entire output of one of the leading Korean plush manufacturers was in full compliance with U.S. antitrust laws.

CPSC recalls crib exerciser toys

WASHINGTON, D.C. — The CPSC has announced that it is recalling 1,000 crib exerciser toys that pose a strangulation hazard. The recall is being conducted by FAO Schwarz, which sold the toys from July 1976 through January 1979. The toy consists of a red elastic cord strung with colored wooden beads and rings.

Tiger Electronic Toys separates from Interstate

MUNDELEIN, ILL. — Tiger Electronic Toys has become a separate company. Until recently, Tiger had been operated as a division of Interstate Industries Inc.

The decision to separate from IIL was made because of the rapid growth of the electronic toy industry and the desire of Tiger to direct all of its technical knowledge, manufacturing and marketing strength into this field, according to Randy Rissman, president of the company. "The

result of our separation is evidenced by the significant expansion of our 1980 line of computer games and innovative electronic toys," Rissman said.

At the same time, Tiger announced the promotion of William Pasco to senior vice-president marketing. Pasco has had extensive experience in the toy and game industry. For more than ten years, he was associated with Fisher-Price Toys, and from 1975 to 1978 served as general sales manager. Before joining Tiger

last spring, he was national sales manager for Tasco sales' toy and hobby division, headquartered in Miami, Fla.

Also, Dean Garvin has joined Tiger as vice-president sales. Garvin most recently was national sales manager with Atari. Previously, he was national accounts manager with Fisher-Price.

Tiger Electronic Toys is a leading manufacturer of computer games, electronic toys, children's phonographs, and musical toys.

Coleco airs football comparison spot



HARTFORD, CT — The battle between Mattel and Coleco is heating up. The two companies have been involved in court action over patent rights for their respective electronic football games. Now, Coleco is airing a television commercial comparing the two games. The 30-second spot, first aired in December, features two actors dressed as the electronic football games.

They compare their different features, such as blocking and where the play begins. The commercial will be aired in top markets during various bowl games and sports events, with spot support in the top TV markets. Produced by Richard & Edward's Inc., Coleco's advertising agency, the new commercial aims to gather a larger share of the half-billion electronics games market.

Leisure Dynamics signs pact with DCM

MINNEAPOLIS — Leisure Dynamics Inc. has signed a letter of intent to take over the U.S. sale and distribution of the Aurora Line from Dunbee-Combex-Marx Ltd., a prominent European toy and hobby corporation. Under the agreement, Leisure can purchase existing Aurora inventory and make minimum royalty payments to DCM based on sales.

Leisure Dynamics is headquartered in Minneapolis, Minn.

Toys R Us giraffes stick neck out for needy



CHICAGO — Toys R Us dancing giraffes, GiGi, Geoffrey, and Baby Gee, greet over 4,000 children from orphan homes, hospitals, and schools in the Chicago area while taping a special Bozo Christmas show at Medina Temple. The event, first outside taping of the Bozo show (normally booked years in advance at WGN studios), was arranged on behalf of Toys R Us by its agency Ed Libov Assoc. with WGN. The show aired nationally Dec. 24.

Marshall Field reveals further expansion plans

CHICAGO — Angelo R. Arena, president and chief executive of Marshall Field & Co., has announced further expansion plans as Field's continues its move to become a major national retailing chain.

Following a previous announcement that Field's will open five stores in Texas by 1984, Arena revealed plans for a second phase of expansion in the late 1980's that could lead to stores in New Orleans, Kansas City, and Oklahoma City.

Some security analysts question Field's strategy in building new stores rather than acquiring existing ones in markets distant from its Chicago base. However, Walter J. Levy, a New York retailing consultant who has worked with the chain, said: "Field's southern expansion is a very wise move. It is one of the very few department stores that can move beyond its own market because it already has a national profile."

Field's sources say the company may also expand its Frederick & Nelson division, serving the northwest states, into California. The company also is known to be seeking acquisitions in the East and Southeast.

Lovable livestock.

Retailers love our toys because they sell. Consumers love them because they last. They're beautifully made in Vermont of high-quality materials. **Freemountain Toys®** Made to last, made to love. For a catalogue of our complete line of animals and vegetables, please write to:

Freemountain

Freemountain Toys®, Inc.
Department P-2
Bristol, Vermont 05443
(802) 453-2462



Come see us at The American Toy Show, February 17th to 20th, at the Sheraton Center, Booth #59

Circle No. 15 on Reader Inquiry Card

R. Dakin & Company's Misha and Benji are enjoying the plush life

SAN FRANCISCO — R. Dakin & Company will feature two successful licensed characters this year and will bring out its largest general line in its history.

Misha, the official mascot of the 1980 Summer Olympics, will be available in a wide variety of sizes of plush.

Benji, the famed TV and film dog, is licensed to Dakin by Mulberry Square Productions. In one size last year, Benji now appears in three sizes and will be supported by a new late spring movie.

Some of the other highlights of the Dakin line will include:

General plush — a large number of new items, with some mother and baby plush.

Bean bags — assortments widened and individual totals increased. Top sellers include Maxie Moose and Utopia Unicorn.

Puppets — new concepts will be offered at Toy Fair, including arm puppets and small pajama bags. Line



Misha

includes mother and baby puppets and plush puppets.

Wood Pets — novelty category, tested last fall, the pets are inexpensive decorative items for seasonal use and year-round.

Christmas — line expanded in plush and other materials.

Other — Pompets decorative items, Squeakies for Easter, Chirpies



Variety of Dakin Items

found in infants' shops. Also, there's Fun Farm line for volume users, such as chain drug stores. (Circle No. 756 on Reader Inquiry Card)

Shackman gives birth to Kaiser Baby Doll

NEW YORK — Among the new items at B. Shackman this season is a nine-inch Kaiser Baby Doll.

It is called a collectors deluxe handmade bisque antique replica.

The fully jointed doll is a replica of the rare antique. Because of the hand detailing, production is limited and each doll is individually numbered.



Kaiser Baby Doll

(Circle No. 755 on Reader Inquiry Card)

Mickey Mouse and Hulk among Ilco's stars

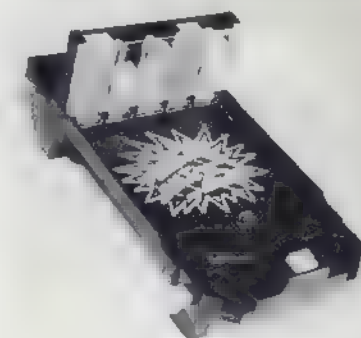
NEW YORK — Ilco International Ltd./Ilfelder Toy Company is adding three numbers to its B/O Action Play Set line — Spiderman & Hulk Cyclone Chase, Mickey Mouse Rocket Ride, and Mickey Mouse Flying Circus.

The game category also is being expanded.

Knock Down Target Game comes with 25 cubes in five different colors. The object of the game is to release as many cubes as possible in one turn. A steel ball is propelled by a push button and side flippers keep the action going. The ball hits the stacked cubes and one cube is released into a well at the rear.

Mickey Mouse Teaching Clock Teaches how to tell time. When Mickey's left hand is pushed down the hands on the clock turn. At the hour, Mickey shakes his head one time for each hour and each movement is accompanied by a sound.

Mickey Mouse Funny Face has a pullstring mechanism. When his bow tie is pulled, a bell rings. When his

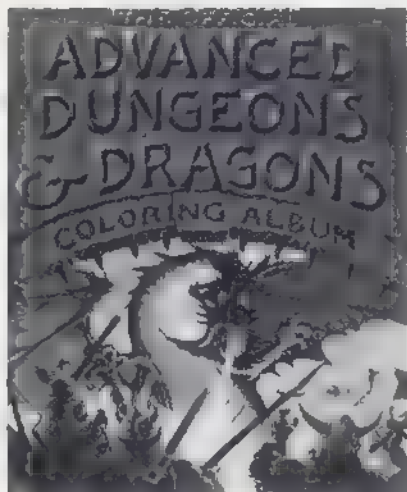


Knock Down Target Game

nose is tweaked, his eyes roll. And when his tongue is moved back and forth, his ears flap.

(Circle No. 754 on Reader Inquiry Card)

Troubador heralds coloring albums, puzzlebooks, and game books



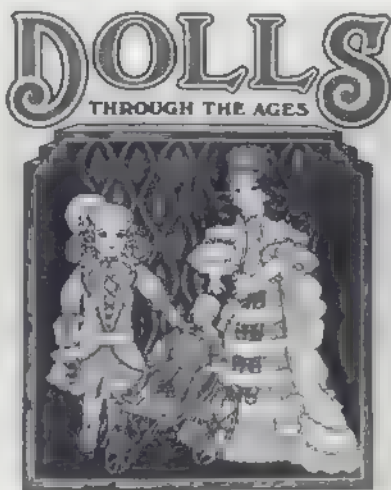
AD & D Coloring Album

SAN FRANCISCO — Troubador Press is publishing a number of new coloring albums, puzzlebooks, and other books.

Among them are The Official Advanced Dungeons & Dragons Coloring Album, Dolls Through the Ages Coloring Album, Gorey Games, and The Big Book of Board Games.

College and high school students have made Dungeons and Dragons the decade's most popular fantasy role-playing game.

Dungeons and Dragons creator

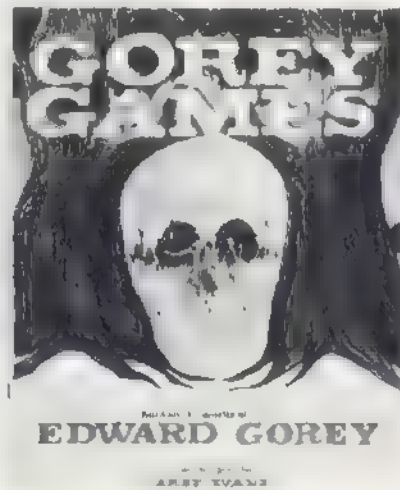


Dolls Through the Ages

Gary Gyax has developed the coloring album based on his game. The book features an original Gyax story and centerfold board game, accompanied by 14 ready-to-color adventure posters.

Dolls Through the Ages showcases the companions of children and collectors in 15 plates with accompanying text.

The book has such dolls as Egyptian carved wooden dolls, French fashion dolls, Raggedy Ann, and Shirley Temple.



Gorey Games

Edward Gorey's most fantastic characters in off-beat diversions are featured in a puzzlebook by Larry Evans.

There are hidden picture puzzles, mazes, word-search, logic games, and others.

The book has been selected by the Book of the Month Club and the Quality Paperback Book Club.

(Circle No. 763 on Reader Inquiry Card)

Troller begins revving up its Twin Pow-R supply for road racing

CHICAGO — Troller has introduced model RR-22, Twin Pow-R for road racing.

The firm says that this power supply is about three times the power of the conventional power supply included with sets.

A feature called AER, Automatic Electronic Regulation, allows two cars to operate independently of each other. If one racer accelerates or decelerates his car, the other is not affected.

Also, using this special electronic power supply, a much wider control range is created. Not only can the racer achieve added speed on the starts and in the long stretches, but also he can achieve expanded control in the turns.

(Circle No. 762 on Reader Inquiry Card)



RR-22, Twin Pow-R

We've always got our hands into something new.

If there's something new in toys, we have a hand in it.

And maybe an arm as well.

And in some of the advanced toy areas, we're involved all the way up to our suspender buttons.

We've added seven new electronic games to our already extensive line (this should make us the largest electronic game manufacturer in the country).

We've got an exciting new voice-activated vehicle, a mini-computer toy, an electronic musical game and an RC motorcycle that will make you forget all other RC vehicles.

Not only that, but we have a new line of board

games that shows we're not playing games when it comes to games. Leading the category is "Frantic Fingers" the game being played in the picture here, and a game you literally get your hand into.

So don't miss our line when you're at Toy Fair. You'll find us in Room 1116, 200 Fifth Avenue.

We put a hand into a lot of new categories, and came up with a line that we think beats everybody's.

Hands down.

©1980 Entex Industries, Inc.,
1100 W. Walnut Compton
CA 90226
Phone (213) 537-9740
Entex Electronics™



Electronic games are among the 44 featured attractions for Entex

COMPTON, CAL. — Entex Industries will take the largest line of electronic games in the world to the Toy Fair, according to the firm.

The company is planning a heavy TV campaign for many of its items, including Loc Blocs, now the second largest construction toy in the world, Entex says.

There will be 44 new Entex products on display at Toy Fair, 28 toys and games and 16 items from its hobby line.

Four of the new electronic games — Jackpot Gin Rummy, Football 3, Color Football 4, and MAC, the Mini-Computer, use 4K chips. Entex believes it is the first to introduce 4K chips in electronic games.

Color Football 4 has two teams of semi-animated, shaped players, and a scoreboard.

Baseball 3 adds foul balls and a bunt capability. Like all of Entex' 1980 electronic sports games, Baseball 3 and Color Football can be played alone or by two players.

Electronic Basketball 2's action includes passes, dribbles, lay-ups, long shots, rebounds and turnovers, as well as fouls, free-throws, and out-of-bounds.

Electronic Tennis plays singles against the computer, singles in the two-player mode, or doubles with two or four players.

Raise the Devil Pinball has four skill levels and lots of flashing lights, bumpers, electronic, sound, and high scoring.

Hopkins & Allen adds Disco Slip-Ons skates

ELMWOOD PARK, N.J. — Hopkins & Allen has brought to market Disco Slip-Ons roller skates for children and adults.

The foot plate is a reinforced plastic with a steel supporting bar inside the injection-molded plastic.

It has aluminum double-action trucks and polyurethane wheels.

Model 314 fits shoe sizes child 7 to youth 2. Model 528 fits shoe sizes youth 2 to adult 7 and model 616 fits shoe sizes adult 7 to 12.

Disco Slip-Ons ►

(Circle No. 794 on Reader Inquiry Card)



Chuck Truck

Another game filled with color is Electronic Space Invader, based on a popular arcade game. Electronic Blast It! calls on the player's skill to blast away blocks in a wall.

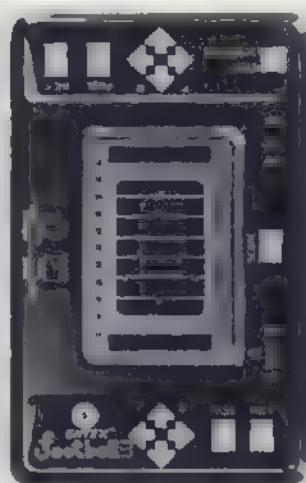
Electronic Jackpot Gin Rummy and Black Jack plays gin with authentic scoring or Vegas-rules black jack.

Entex also is offering a 4K minicomputer, MAC, which can play pre-programmed games, compose and record music, perform complex math calculations, teach simple computer programming, and provide a family computer capability with its four-function eight-digit calculator with memory.

Chuck Truck is a programmable vehicle with a micro-computer "brain." When the programming is complete, Chuck Truck will go forward, right, left, reverse, reverse left or right, pause and stop, with different electronic sounds accompanying each function.



MAC, mini-computer



Football 3

A radio-controlled motorcycle, complete with rider, is Kawasaki bike.

New in Loc Blocs are 11-piece, 16-piece, 25-piece, and 40-piece Pre-School Giant Loc Bloc sets. Three custom sets — to create a marina, space station, and transportation assortment — also will be introduced in the Standard Loc Bloc line.

Also in the Standard size will be a new 750-piece bucket of Loc Blocs with ship bows, curves, domes, windows, doors, roof, and cap blocks, gears, axles, tires, and basic blocks for advanced building projects.

Entex will offer Loc Blocs in 23 different assortments in 1980.

The firm has two games, Capture and Traps, in the strategy games field. They will be promoted on TV nationwide.

Also set for heavy TV promotion is Frantic Fingers, a "giggle" game. (Circle No. 795 on Reader Inquiry Card)



Ertl's actionsets are taking children to the rodeo and racetrack

DYERSVILLE, IOWA — Two actionsets, with racetrack and rodeo excitement, and a fleet of Chevy Titan trucks are among the specialties in Ertl's line of steel toy vehicles and die-cast construction and farm equipment.

Another new product highlight is a group of mini farm equipment in 1/32 scale.

The Richard Petty Race Set presents the stock car racing hero, fully equipped for the race circuit. A movable Petty figure oversees operations of the racing van, pulled by a Chevy Titan truck, a motorized replica of Petty's No. 43 race car, and a complete set of pitstop accessories.

Bronco Bustin' Rodeo Set promises all the action of a Western cowpoke competition. The rider can choose between a rearing cowpony and a bucking Brahma bull.

The rider's pal, the walking clown in a barrel, adds an authentic rodeo touch.

Horse, bull, and clown all have windup action. When the riding is over, the animals are loaded into the trailer, while the cowboy retires to his upper level quarters. The show moves off, pulled by a replica Chevy truck.

Ertl innovations for 1980 include a fleet of Long-Haulers pulled by Chevy trucks in 1/28 scale. Included are a car carrier, a Union '76 tanker, a Pennzoil cargo trailer, and a livestock van.

Introductions in the line of replica die-cast farm tractors and equipment include International Harvester tractors, wagons, and implements, a 14-inch-long copy of the big IH "2+2" articulated tractor and a new family of 1/32 Tough Tiny Tractors, replicas of Allis-Chalmers, Ford, John Deere, and IH models. A new round hay baler, six-bottom plow and wagon are scaled to provide true-to-life farm play.

Other additions are included in Ertl's line of Blueprint Replica die-cast miniatures, a collection of transportation and construction vehicles

(Circle No. 749 on Reader Inquiry Card)



Richard Petty Race Set



Bronco Bustin' Rodeo Set



Chevy Titan truck with Pennzoil markings

Circle No. 76 on Reader Inquiry Card ▶

Five rockets are about to take off for Estes



Estes' new Rockets

PENROSE, COLO. — Estes has five rockets on the launching pad — Challenger II, Maxi Icarus, Sea Strike D, Scorpion, and Skybolt.

Challenger is recommended as a high altitude launch vehicle and there is no painting required.

With a large see-through cargo section and 30-inches tall, Maxi Icarus is a big number.

Castle Rock snowballs its Sno Cat line

MINNETONKA, MINN. — Castle Rock is continuing to expand its Sno Cat line for the 1980 fall season.

Sno Cat Thundertube is made of rugged, cold-resistant vinyl and is 38-inches in diameter when inflated. It's ideal for riding the slopes in winter and also is a fine water tubing and pool toy for year-round family fun.

Designed with the smaller child in mind is Sno Cat Snow Duck, which looks like a big, bright yellow duck. It features an elevated seat, molded-in hand grips, and high backrest.

Sno Cat Saucer is a 24½-inch-diameter disc with raised sides and handles — a kind of circular sled that lets children slide and spin down snowy slopes.

The Sno Cat line will be advertised on TV in 60 of the top snow markets across the U.S.

Sea Strike is 31-inches tall and is scaled like the Navy ship-to-air missile. Scorpion is 26-inches long and is a two-stage sport model with research vehicle styling.

Skybolt is nearly two feet long and can make flights of more than 1,000 feet, plus dramatic recovery.

(Circle No. 744 on Reader Inquiry Card)



Castle Rock's Sno Cat
(Circle No. 743 on Reader Inquiry Card)

Zee has die-casts, inflatable furniture for 1980 lineup

LONG BEACH, CAL. — A complete line of motorized die-cast vehicles is one of the new featured attractions at Zee Toys.

Pull back. Release. And watch the Grippers go. The die-cast metal scale models operate with pull-back winding power. The 3¼-inch cars have moving parts and carry such names as Porsche, Lancia, Lamborghini, BMW, and Mercedes-Benz.



Casual Furniture Displayer

In the line-up of Zee's Puff'n Play Casual Furniture for Juniors, there are inflatable chairs, beds, and other items.

Some of these carry Zee's new Hanna-Barbera license and making their furniture debut for Zee are Fred Flintstone, Barney Rubble, and Scooby Doo.

Helping to merchandise the Casual Furniture for Juniors is a 36-piece display shipper. A pre-inflated chair will be included in the bright displayer.

(Circle No. 742 on Reader Inquiry Card)



Mouse Power Plus FREE customer giveaway!

**FREE
FREE
PLUS**

to your customers...

Build excitement and extra sales at check-out counters with this all new expanded version of Disney's colorful Magic Kingdom Activity & Coloring Book. Big 10" x 10" Full color cover 8 fun packed pages. A FREE gift from you to your customers with every Disney merchandise purchase!

to you...

As part of the Disney Mouse Power Plus promotion, quantities are yours FREE with Walt Disney character merchandise commitment from licensed Disney manufacturers!

Walt Disney's Magic Kingdom Christmas Display Poster.

Attract customers to your Disney merchandise display with Disney characters celebrating the '80 holiday season in the same Christmas scene that's on the cover of the Activity & Coloring Book. The big 24" x 36" Christmas poster is full-color on both sides, mounted on poster board. And, quantities are FREE to you with Walt Disney character merchandise commitment from licensed Disney manufacturers!

**Get your Disney merchandise orders in early...
and add Magic to your Christmas sales!**

For more details on the
Magic Kingdom Promotion, contact:

**Walt
Disney
Productions**

**Character
Merchandising
Division**

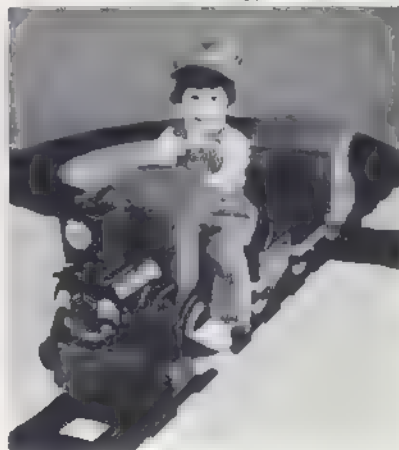
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Circle No. 58 on Reader Inquiry Card

Little Tikes gets all aboard its battery-powered rideum R.R.



Little Tikes R.R.

MACEDONIA, OHIO — Taking a big leap into what they see as an important preschool category, Little Tikes executives have unveiled a rideable, the battery-powered Little Tikes R.R., which comes with 24 feet of track.

A big locomotive and a tender are packaged with the track and additional track sections are available.

A switch-operated train whistle is powered by a 6-volt rechargeable battery, and a large clanging bell is manually operated.

Little Tikes also has turned out its



Play n Store Table

newest turtle — the Play n Store Table. The table and stools, in yellow and green, use the design of a turtle resting on his shell. The turtle's tummy lifts off for a deep toy and game storage chest.

The stools stand about 8-inches high and the table measures 25 inches in diameter and 15-inches high.

The table comes fully assembled and is made of doubled-walled polyethylene.

Turtle's face has movable big eyes so that the children can change his expression.

(Circle No. 751 on Reader Inquiry Card)

Parris Double Barrel Pistol with double hammer action packs wallop

SAVANNAH, TENN. — Parris is out gunning for sales with its #2000 Double Barrel Pistol.

It has a double barrel and a double hammer action with a single trigger. The steel parts are gunmetal blue and there are plastic plugs in the end of the barrel to eliminate any sharp edges.

The gun stock is made of Southern yellow pine, sanded smooth and dipped in a sealer and pecan-finish stain. Then it is sprayed electrostatically with a finishing top coat to give it a semigloss finish.

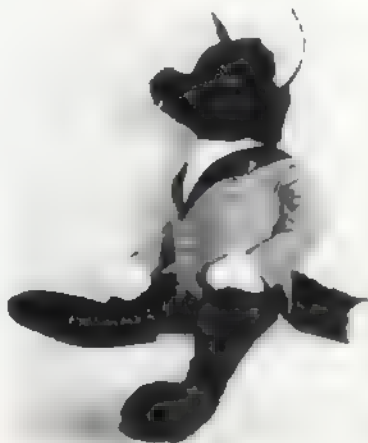
The pistol is 12 inches long and weighs one pound.

(Circle No. 750 on Reader Inquiry Card)

Double Barrel Pistol ►



The Douglas Company is feeling very foxy



KEENE, N.H. — New from Douglas Company is a 26-inch Black Fox attired in a scarlet red hunting coat

Douglas says: "All horse lovers will relate to him immediately and he will make a great display item in any setting."

◀ Black Fox

(Circle No. 690 on Reader Inquiry Card)

Daisy begins shooting for a bang-up year

ROGERS, ARK. — Daisy has loaded up its line with two new items — Spittin' Image Holster Set and Toy Trail Boss Super-Play Rifle.

The holster set is rigged with two 250-shot cast metal cap pistols with molded stag grips.

Its molded vinyl holsters look like tanned leather. Included are kick-out pockets, tombstone tie-downs, and leg ties.

The rifle produces a safe bang sound but shoots no projectiles. It has a rugged heavy gauge, rust-resistant steel barrel and mechanism.



Spittin' Image Holster Set
(Circle No. 691 on Reader Inquiry Card)

I. S. Sutton/Elka says it's all in the bag

NEWARK, N.J. — I. S. Sutton & Sons/Elka is featuring two toys at Toy Fair.

One is Pudgee the purse, a pet and a purse, with vinyl washable inside pocket. It is 6 inches.

The other is Pudgees Boy and Girl Accessory Pet Bags, made of quilted fabric, yarn hair, and vinyl. Each is 15 inches wide and 10 inches long and has a vinyl washable inside pocket.

Pudgees Accessory Pet Bag ▶

(Circle No. 692 on Reader Inquiry Card)



Dolls by Jerri shows six new collectibles



Dolls by Jerri collection

CHARLOTTE, N.C. — Dolls by Jerri, manufacturer of porcelain collectible dolls, has added six original creations to its line.

The twins, Kevin and Karen, have a facial expression of quizzical attentiveness, highlighted by big brown eyes. They are costumed in antique white and blue velvet.

Then there's Scarlett, a Southern belle wearing a green satin-taffeta dress. Shades of Tara

The other dolls are Rebecca, dressed in a "Little House on the Prairie" style; Heather, an elegant fashion doll; and Jennifer, a little girl wearing white on green and green on white dots

(Circle No. 694 on Reader Inquiry Card)

Diener is sitting up

CHATSWORTH, CAL. — Man's best friend has been authentically reproduced in a series of miniatures called Dog World from Diener Industries

The assortment consists of eight popular breeds: Collie, French Poodle, Scottish Terrier, Cocker Spaniel, German Shepherd, Afghan, Boxer, and St. Bernard.

(Circle No. 693 on Reader Inquiry Card)

MRC-Tamiya zooms ahead with 2 entries, Datsun and Alpine Renault

EDISON, N.J. — MRC-Tamiya is expanding its range of 1/24-scale cars and has introduced a detailed replica of the Datsun 280 ZX, the latest version in the Datsun Fairlady Z series.

The firm also has added the Alpine Renault A442B Turbo to its 1/24-scale sports car series.

In 1969 the first in the Datsun Fairlady Z Series was introduced, the Datsun 240 Z. Since then, this model has gone through several updates. The latest update and by far the most radical revamping of the design is the Datsun 280 ZX, which was introduced in August 1978.

The Datsun 280 ZX is slightly longer and wider than its predecessors and the body style has been slightly changed in order to decrease the co-efficient of air resistance.

The interior has been redesigned to include air-conditioning and there are a new dashboard design and a new steering wheel.

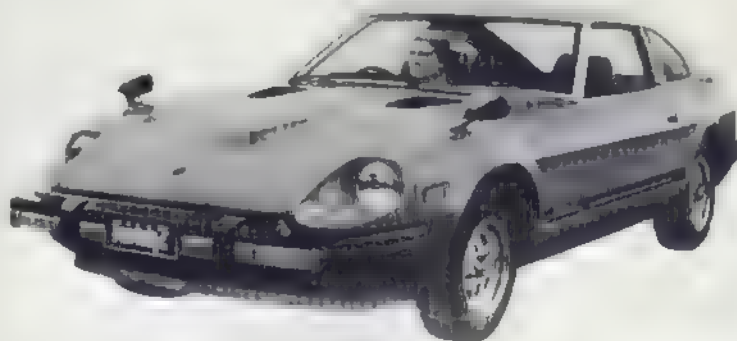
In 1978, the LeMans Race was won by Renault, the first French victory in four years and the winning car, the Alpine A442B, was paraded triumphantly along the Champs Elysees in Paris.

The Renault victory grew out of an effort beginning first in 1976. Then the Renault Company resolved to build a winner for the 24-hour LeMans race. Porsche kept the prize away from Renault in 1976 and 1977. However, the Renault team continued its efforts, culminating in the Renault victory in 1978.

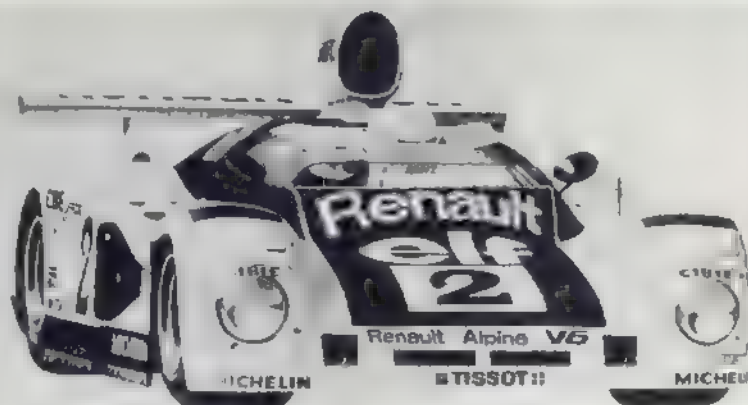
The MRC-Tamiya model of the Renault features an electric motor and can be assembled with either two or four batteries. Also, the front wheels can be set either as steerable or non-steerable. A driver figure is included.

The United States molding operation of Tamiya kits also will be expanded and there will be at least six introductions.

The Ligier JS11 Ford F-1, in 1/20 scale, is the latest addition to the company's Grand Prix Collection.



Datsun 280 ZX



Alpine Renault A442B Turbo



Ligier JS11 Ford F-1

(Circle No. 745 on Reader Inquiry Card)

Highland Industries launches space-age toy — Ramagon

CONCORD, CAL. — A space-age construction toy for youngsters six years of age and older has been introduced by Highland Industries.

Called the Ramagon construction system, it consists of seven basic components that snap together easily, stay together, and disassemble with a slight squeeze. The toy combines space-age awareness among today's youngsters with the time-tested profitability and acceptance of construction toys.

Molded of colorful, impact-resistant plastic, Ramagon's seven basic components can be assembled into almost unlimited forms and shapes.

Ramagon's entry into the market is being supported by a TV campaign, a co-op advertising program, P.O.P. and promotional materials, a Ramagon Space City poster, and a T-shirt for kids and adults.



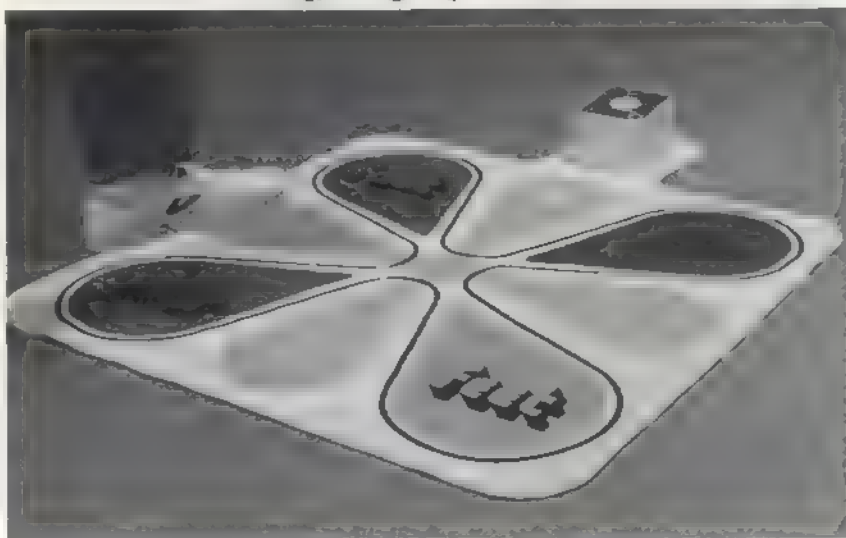
Ramagon construction system

An added bonus is the handy storage/tote bag included with every Ramagon set.

Ramagon is available in three models, the 1000 Series with 132 parts; the 2000 Series with 240 parts; and the 4000 Series, with 556 parts.

(Circle No. 771 on Reader Inquiry Card)

Electronics are lighting up the Koala 'T' line



Fast on Your Feet

NORTHBROOK, ILL. — Strength in electronics is the keynote of the 1980 line by Koala 'T' Toys.

Highlights include Multi Sport 7, Fast on Your Feet, Touch 'N' Hear Musical Bear, and Watch Me.

Multi Sport 7, an electronic sports game, offers football, baseball, hockey, soccer, basketball, handball, and a "breakout" track and field game all in one.

Mini Match is a pocket-sized electronic memory game with two different games and two skill levels.

An electronic party game for up to four players is Fast on Your Feet.

The players try to repeat the game's pattern of lights and sounds by dancing it out on an electronically sensitive vinyl mat.

For baby is Touch 'N' Hear Musical Bear, an electronic crib toy that plays six different children's songs at the touch of a baby's finger.

Also being introduced at Toy Fair is Watch Me, a six-function digital wristwatch with builtin electronic memory game.

(Circle No. 769 on Reader Inquiry Card)

Avalon Hill offering 4 adult strategy games

BALTIMORE — Avalon Hill is bringing out four new games.

The firm's current game line has appeal in three distinct adult game areas. Known as a pioneer in wargames, Avalon Hill's acquisition of the leisure time family series by 3M and the expansion of the Sports Illustrated games makes Avalon Hill feel it is the most diversified of the adult strategy game manufacturers in the hobby field.

The four new games reflect this marketing philosophy.

War & Peace is a game based on the Napoleonic wars and the only game covering all of the general's exploits.

A continuation of Avalon Hill's

Squad Leader gamette series is Crescendo of Doom, based on the German blitzkriegs of 1939-40.

In the expanding Sports Illustrated line is Title Bout, a game of championship boxing allowing participants to stage fights, with such dream matchups as Muhammad Ali against Joe Louis.

For family and leisure time fun, there's Intern, a not-altogether serious look at the trials and tribulations of a medical student. The game was designed by a husband and wife doctor team who based it on their internships at Johns Hopkins.

(Circle No. 770 on Reader Inquiry Card)

MasterMind champ shows how it's done



NEW YORK — Onlookers at F.A.O. Schwarz here watch John Searjeant as he studies his next move in an attempt to break a challenger's code, a move to be deduced with the logic that helped Searjeant win his two international MasterMind championships. Searjeant, 17, showed bystanders how to play the Invicta game on a giant-sized board.

Book offers a thorough guide to marbles

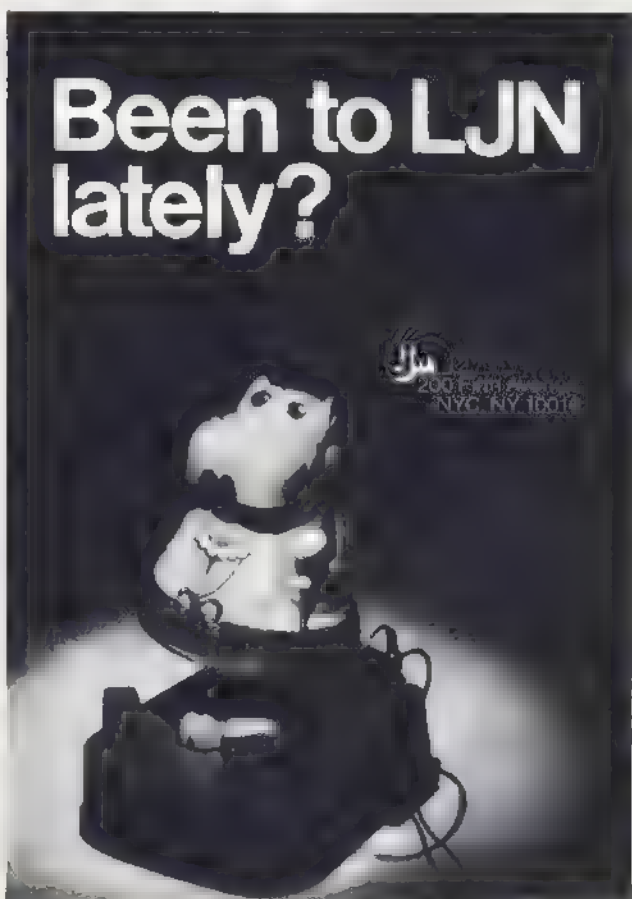
ST. PETERSBURG, FLA. — The Knuckle Pool Co. has released the book that will bring the game of marbles back, the company claims. Mr. Marbles' Marbles for Everyone is a softcover, 148-page book, with a retail price of approximately \$5.

The book contains only minimal information on the history of marbles dealing primarily with how and why marbles are played today, marble technicalities, and the world marble playing rules.

Also, the book features a section on the big marbles in the sky, relating to the spheroids in the solar system, and contains a section on how to organize and promote marble tournaments.

Dismar publishes sales aid information

PENNSAUKEN, N.J. — Dismar, a company that deals in sales aids, has released Sales Aids for Successful Selling, a collection of ideas on graphic displays, promotional kits, in-store selling aids, and the latest trends in visual merchandising. The book may be obtained by writing to Dismar at 4415 Mariton Pike, Pensauken, N.J. 08109.



(Circle No. 94 on Reader Inquiry Card)

PUT YOUR ENERGY INTO Playthings

The cost of a personal sales call today is close to \$100.

The shortage and high price of gasoline is affecting the number of sales calls your salespeople make on a regular basis.

Since the cost of both personal energy and gasoline have become so expensive, it is time to consider letting **PLAYTHINGS** save your energy and make your sales calls for you.

After all, we do reach your best customers and prospects every month, and we are comparatively inexpensive per call.

The fall season is rapidly approaching—so let **PLAYTHINGS** drive home your sales message and save you money at the same time.

Playthings

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Schaper guarantees 'fun' on Playmobil playsets

NEW YORK — Schaper Toys has announced a "fun guarantee" for its series of Playmobil little people toy sets. The guarantee, designed to improve retail distribution, covers all 11 of the playsets and will be supported by a television and consumer magazine ad campaign.

Under terms of the guarantee, any consumer who does not find the playmobil to offer the most fun of any toy they own, may return the set, with sales receipt, to Schaper for a full refund. The only stipulation to the guarantee is that the customer must keep the set for a minimum of 30 days and cannot return it after owning it for 90 days. #362

Schuler wins bike races as member of AMF team



Thomas Schuler and his winning AMF racer

OLNEY, ILL. — Thomas Schuler, 23, of Ann Arbor, Mich., a rider with the AMF-sponsored Keystone racing team, was the winner of the 1979 Prestige Classic, a year-long series of bicycle races held across the U.S.

The Classic is open to all USCF certified racers, who race for points. The racer who accumulates the most points upon completion of the last race is declared the winner.

Schuler won with a point total of 42, and was followed in the standings by Australian racer Ian Jackson.

FAO Schwarz sponsors Snow White promo



NEW YORK — Snow White and Prince Charming entertain children at a recent promotion at FAO Schwarz's Fifth Avenue store in New York. Snow and the Prince performed numbers from Radio City Music Hall's production of the Disney tale. Afterwards, the performers autographed merchandise from the Disney production.

High priced swimming pool for sale by Sakowitz

WASHINGTON, D.C. — Potential swimming pool buyers can take the plunge in a big way. They can get really wet and dry up their bank accounts quickly by purchasing "the ultimate gift" from the Sakowitz catalogue.

The ultimate gift is a swimming pool with a price tag of \$127,174.32. The pool has a surface area of 734 square feet, with a 136 foot perimeter and is shaped like the state of Texas. Its depth ranges

from three to eight and one-half feet, and its capacity is 30,687 gallons. Equipment includes a one horse-power pump, a 36 square foot earth filter, steps, skimmers, and two underwater lights. A heater is not included.

Cost of the pool includes labor, materials, transportation for the builders, and the cost of the water — 604,298 six and one-half ounce bottles of Perrier.

Sales tips key topic at Go Fly A Kite seminar

EAST HADDAM, CT. — Go Fly A Kite will hold an informative seminar for retailers currently selling kites and merchants planning to carry the items.

The key topic of discussion will be sales techniques and tips on merchandising. The informal sessions will also cover display, inventory control, kite

features, promotion, and manufacturing.

The seminar will be held after Toy Fair from Feb. 18 to 19, 6-9 p.m. at 1434 Third Ave., corner of 81st street in New York City. These informal sessions are free to anyone interested.

Reservations may be made on the watts line (800-243-3370).

Mattel's Barbie gets an R/C Super 'vette for her 21st birthday

HAWTHORNE, CAL. — This year Mattel is marking its 35th year in the toy business, Barbie's 21st anniversary, and the year the 300,000,000th Hot Wheels die-cast car is sold.

The 1980 Barbie has poseable wrists, bendable elbows, and hip-length hair. She is mechanically activated and holds virtually any beauty pose.

Posing with her this year will be Beauty, an Afghan hound.

For the first time, Barbie will have her own remote-controlled car — the Barbie Super 'vette, styled like a Corvette, and scaled to fit Barbie and Ken.

Superteen Skipper has a new boyfriend Scott, who has jeans, T-shirt, jacket, and roller skates.

Action figures and space paraphernalia will be part of the new Flash Gordon line.

A new fashion doll for the '80s is Starr. She can even shrug her shoulders in a typical teenage gesture. Starr has a whole group of high school friends and a full line of fashions.

In the doll category, there will be Love 'N Touch Baby and Baby Cries For You.

Love 'N Touch Baby is a newborn. A special process makes the skin soft and delicate.

Baby Cries For You cries and waves goodbye. After being "fed," tears stream down her face and she waves goodbye after the child sits her up and pulls the string.

Both dolls come in Black and Hispanic versions.

Bare Bottom Beans lets it all hang out in the Baby Beans line.

Sweet Treat Ice Cream Bars is the confection in the Sweet Treats area of collectible small dolls.

Rosebud Dolls of the World come with authentic hairdos and costumes from various countries abroad.

And for musical collectibles, Mattel introduces 1 Note Love Notes, baby dolls that emit one note when squeezed.

New products for the preschool line — Toys for Today's Kids — include See 'N Say Talking Learning System, Tuff Stuff Wonder Blocks, First Wheels, Tuff Stuff Trucks,

Tuff Stuff Wagon, and the Rail Runner.

The Rail Runner is a musical train that fits on the edge of the baby's crib. As the child grows, the Rail Runner also can function as a push-along train or music box.

To celebrate Hot Wheels' 11th year, the line will be expanded from 60 to 66 vehicles, of which 18 will be new models.

Mattel research has shown that 2 to 4 year olds own an average of 22 die-cast cars. So, Mattel has brought out a place to service, store, and carry them — the Hot Wheels Service Center Set.

For kids who like to race, there's Wipeout Race Set. Scorchers have the competitive edge with the new Scorchers Photo Finish Race Set.

Godzilla gets a playmate — The World's Greatest Monster-Rodan, a prehistoric monster bird toy with a 41-inch wingspan.

For ferocity of a different kind, Mattel has Gre-gory Big Bad Blood-sucking Bat.

Other news from Mattel includes: Drive Command Memory Machine, the first programmable radio-controlled car; Funtronics — electronic hand-held games for kids from 5 to 10; and the Electronic Connection, introducing electronic graphite circuitry to a wide variety of games; and Talk To It, the voice-activated electronic family game you play with your voice, not your hand.

Also there are The Krusher, Roger Staubach All-Pro Spiral Passer, and Steve Garvey Pop Up Pitcher.

Activity toys include The Master Caster, Chocolot Candy Maker, Knit Magic, and Blizzles.

There are additions to the Mork N' Mindy, Powershifters, and ride-on lines as well as next generation challenging level II hand-held electronic games.

Added to the electronics line also are Catastrophe, Computer Gin, Brain Baffler, Horoscope Computer, and Horserace Analyzer.

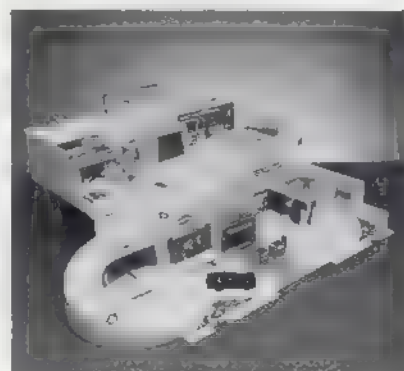
(Circle No. 800 on Reader Inquiry Card)



Starr and her friends



Beauty Secrets Barbie



Hot Wheels Service Center



Love 'N Touch Baby

Famous characters from outer space come home to Mego

NEW YORK — Familiar names from outer space are among the characters enhancing Mego's collection.

The Star Trek 12½-inch Figure Assortment has the crew of the U.S.S. Enterprise at a child's command. The characters are fully poseable.

There also are 3 ¾-inch Star Trek figures.

A wisecracking robot friend is Twiki. The Buck Rogers robot will walk, move his head, and transmit beeps.

The 12½-inch Spider-Man with Fly-Away Action can spin webs.

Ampzilla is a menacing reptile from the far planet of Saurain.

Sharkos is a silent predator from the undersea world of Isaurus.

A doll whose hair color can be changed again and again is Fashion Candi. She's 11½-inches tall.

There are three new characters in the Fantasy Micronaut Collection of figures and vehicles. They have features that glow in the dark.

From The Black Hole is an assortment of 12½-inch action figures.

The Walt Disney Preschool Characters Assortment includes Mickey Mouse and Donald Duck.

From the world of the Micronauts comes Iguanos, a remote-controlled reptilian vehicle that stalks prey indoors and out.

Batman and Robin, with Fly-Away Action, can be made to climb to the scene of the crime.

A replica of the fearless robot is radio-controlled V.I.N. Cent, who is more than 30 inches high. He transmits and receives the child's voice from him or the transmitter.

Klingon Cruiser is 8 inches and scaled to Mego's Enterprise. (Circle No. 732 on Reader Inquiry Card)

For more line stories,
see page 119



Amazing Web Spinning Spider-Man



Star Trek 12½-Inch Assortment

International Playthings expands imports

MONTCLAIR, N.J. — International Playthings has enlivened its line with Paddington Bear aprons and tote bags, Sasha Dolls, and Quercetti flying toys.

Sari Fabrics of England are featured in the aprons and tote bags, which come in two sizes. Made of heavyweight vinyl-covered cloth, they are available in several designs.

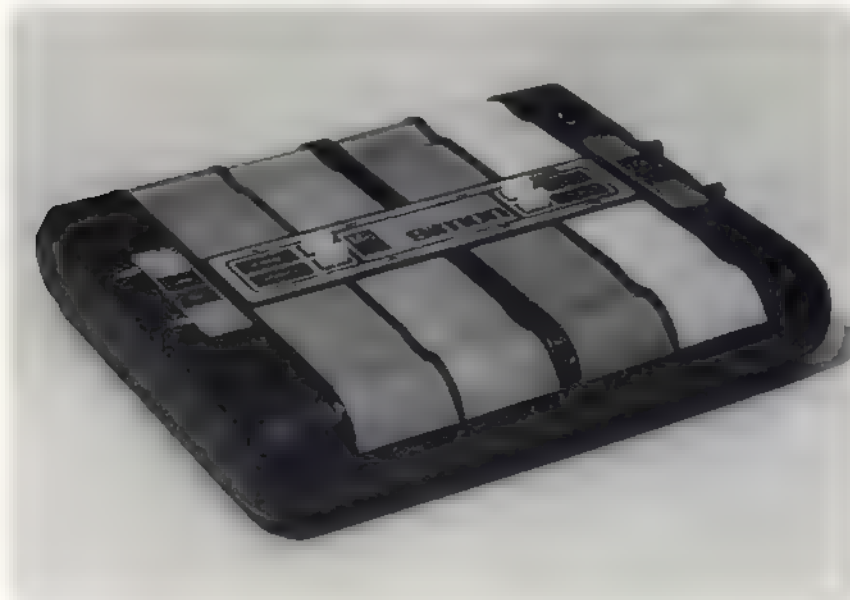
Sasha Dolls of England will have

six new outfits for 1980. The line is imported exclusively by International Playthings.

The firm also is the exclusive importer of the Quercetti flying toys from Italy. These include a complete range of high-flying kites, rockets, and gliders.

(Circle No. 731 on Reader Inquiry Card)

Electronics, to be promoted on TV, lead Milton Bradley's array



Super Simon

SPRINGFIELD, MASS. — Milton Bradley has 10 items that will be promoted on television.

From MB Electronics, the Milton Bradley division that brought out Simon, Microvision, and Big Trak, come a number of new products.

Simon's big brother is Super Simon. Super Simon's sound-and-light system for playing follow-the-leader games is created in duplicate.

There are two each of red, blue, green, and yellow lenses, each with its related musical tone.

This dual color lens keyboard allows two or more players to play the same color lenses at the same time. Solo or team play also is possible and there are more than 20 ways to play.

Among the Super Simon games is You're It. And a new feature is the

decision button.

Milton is a sassy game — he not only talks, but also talks back.

Press a button and Milton announces part of a phrase. Then it's up to the player to determine which of the red buttons must be pushed to complete the phrase correctly. The player does this by the process of elimination.

Milton heckles the player for missed guesses. It can be used as a party game, or by one person playing against the computer.

Plus One is shaped like a pyramid with all corners blunted off. The player puts Plus One on any of its four sides and tips it to any of the other sides. The opponent must tip it back to its original position, then add one more move.

Omni Entertainment System provides many game challenges for family or party play. Omni has four keyboards lettered from A to Z and numbered 0 through 9. Sold with Omni is a game sampler which includes a movie and TV trivia quiz with Vincent Price acting as master of ceremonies, a sports quiz refereed by Pat Sommerall, and other quizzes.

And when not in use as an entertainment console, it will play your eight-track tapes.

In the traditional game line, Milton Bradley is offering Oh, What a Mountain, Memory-Fronts and Backs, Memory-Mothers and Their Babies, Jackpot Yahtzee, Tri-Trac, Slide 5, and Slip Disc.

Animal Fair creates a world of soft toys

EDINA, MINN. — Animal Fair is introducing a soft toy line in which 45 percent of the items are new designs.

Fifteen new Teddy Bear designs will be brought out.

A group of soft stuffed Dinosaur items includes Tyrannosaurus Rex, Stegosaurus, and Triceratop. Each toy is merchandised with a 24-page full-color storybook.

Consumers also will be offered a wall poster of the Dinosaurs, through a mail-in offer included in the storybook.

A group of soft stuffed birds each packed in a colorful Bird Cage package will include Toucan, two Parrots, and an Owl. Each bird stands 12-inches tall. A 60-inch green Parrot in a permanent display cage

also is available.

Ellie the elephant and Orrie the orangutan utilize special sewing designs and stuffing techniques to achieve a floppy but poseable style. The same techniques also were used on Ringer, a puppy who is available in two colors.

Ten bean bag items have been developed in two assortments: Wee Beans and Pet Parade, each packed in its own display carton.

Eight hand puppets are on hand and each 48-piece assortment will be shipped with a wire display rack.

Baby Little Love, introduced in 1979, will receive increased promotional support during 1980.

(Circle No. 680 on Reader Inquiry Card)



Jackpot Yahtzee

(Circle No. 681 on Reader Inquiry Card)

Ideal, Kenner, Lakeside capture display awards

NEW YORK — Lakeside, Kenner, and Ideal were all winners in the annual Point-of-Purchase Advertising Institute's Merchandising Awards Contest.

The entries were judged from the actual display and a written report of the merchandising objectives. Also taken into consideration during evaluation of the entries were the effectiveness of the display unit as a solution to the requirements set forth in the written report,



Kenner's winning Play-Doh display

originality of the concept, design and engineering, and quality of reproduction and manufacturing.

The awards were broken down into best of category, best of class, best of industry, and a grand prize winner — display of the year.

Kenner won for two separate displays, a Play-Doh fun center unit and a Star Wars Battle Command game. The Play-Doh floor display, especially effective in grocery stores, holds 400 pounds of merchandise. Its round base resembles a can of Play-Doh and can be used for storage. The Star Wars display allows the consumer to play test the game at the point-of-purchase. The display is easy to assemble, and features four-color graphics.

Lakeside's winner was for the Computer Perfection game. The display allows the consumer to press a button and receive instructions on how to play the game. The instructions are designed to entice the customer without confusing him.

Ideal won for its endcap display for TCR racing sets. The display unit is a "light thief" with angled fluorescent inner panels which reflect ambient light outward through screened acetate panels. The header is highly visible.

100,000 furry beasts wing in for R. Dakin



OAKLAND — To ensure that its retail stores would have an adequate supply of Dakin's stuffed animals for the holiday season, R. Dakin & Company of San Francisco, rushed an assortment of 100,000 furry animals by air cargo from its plant in Korea to California. On hand at Oakland International Airport to greet the menagerie is Linda Handy, a Transamerica flight attendant.

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WELSH TOYS
ARE SMILEMAKERS

(Circle No. 28 on Reader Inquiry Card)

Lapidus Design forms top development firm, Together Group, on West Coast

LOS ANGELES — Five West Coast design and model making specialists have formed the Together Group in Los Angeles as a creative toy development firm offering the industry speculative and freelance product development capabilities.

Paul Lapidus, former director of design and development for Playskool Inc., Chicago, is principal and founder of the Group. He spent 2½ years with Playskool, resigned in December 1977 to move to Los Angeles, subsequently opening his own firm, Paul Lapidus Design

Paul Wilson, former senior designer with Playskool, is senior product designer for the Together Group specializing in vehicle and boys toys. Wilson, a former model maker for Wilgus in Chicago, developed and marketed a classic Woody VW conversion kit for his own company.

Karlin Wong is a senior product designer and model maker for the Group and will supervise the prototype area. He previously held a similar post with John Birdsall in Los Angeles.

Cherri Myers is senior graphic and

product designer for the Together Group. She operated her own design firm for seven years, specializing in concept and packaging for such concerns as Stevens and Miro.

Fifth member of the Group is Barbara Bleser, graphics and soft goods designer. She previously did freelance development for Fred Adicks and Associates, Los Angeles.

According to Lapidus, the Together Group has recently completed a half dozen assignments including revision of an existing pre-school line for CBS Toys Inc., developed a new line of water and pre-school toys for Kidco; and created and developed the new products in the 1980 line for PlaCo Products Co., Los Angeles.

Wagner, Loomis head TMA slate of officers

NEW YORK — Raymond P. Wagner, president of Mattel Toys, and Bernard Loomis, group vice-president, Creative Products Group, div. of General Mills Inc., head the slate of new officers elected recently at the annual meeting of the Toy Manufacturers of America.

Wagner replaces John M. Sullivan of Lego Systems as TMA chairman, while Loomis takes over Wagner's old post as vice-chairman. Each will serve a one-year term, starting May 1.

Six other executives were elected to three-year terms on the board of directors: Martin B. Abrams, president, Mego Corp.; Franklyn S. Barry Jr., executive vice-president, Fisher-Price Toys; David T. Iida, president, Tomy Corp.; A.M. Marson, president, Leisure Dynamics Inc.; Harold A. Nizaman, president, R. Dakin & Co.; and William C. Kilgallon, president, The Ohio Art Co.

Resigning from the board was Thomas E. Congalton, who has taken a new position in the toy industry.

Sydney fair features toys and sports goods

SYDNEY, AUSTRALIA — The 15th International Toy and Sporting Goods Trade Fair will be held in Sydney March 16 through the 19 at the Hilton Hotel and Centerpoint Complex in the heart of the city.

The fair, the largest of its type in the southern hemisphere, is the major event for the Australian toy and sporting goods industries.

Further exhibitor and buyer information can be obtained by writing to the International Toy and Sporting Goods Trade Fair, 3rd Floor, 93 Clarence St., Sydney, NSW, 2000, Australia. Telex AA27397.



Circle No. 29 on Reader Inquiry Card

Revell greeting 1980 with 31 additions in a variety of scales

VENICE, CAL. — Thirty-one items will be premiered at Toy Fair by Revell.

Being introduced are eight cars, a visible operating rotary engine model, six planes in 1/32 and 1/48 scale, four ships, two snap-together planes, a TV tie-in with the TV show C.H.i.P.s, a light-up life-sized skull, and The Incredible Flying Machine.

The Incredible Flying Machine is a model of a World War I biplane. After the snap-together model is built, it is hung by a string from the ceiling. The builder can make his own sign on the banner that trails out behind the plane.

The life-sized skull, called Evil Eye, has a mouth and eyes that light up and the skull itself glows in the dark. It sits on a gravestone base and its teeth chatter.

Tying in with C.H.i.P.s is a police helicopter in 1/32 scale.

Six new 1/25-scale cars are Formula Firebird, X-28 Camaro police car, Turbo Capri, Penny Pincher VW Bug, Ford Off-Road Bronco. Quicksand is an addition to the combination kits and this one features a Chevy Van pulling a trailer with a Honda Odyssey and Dirt Bike.

In 1/16 scale are the following vehicles: Jeep Golden Eagle and Porsche 928 Rally.

The Visible Rotary Engine is featured in the Mazda RX-7.

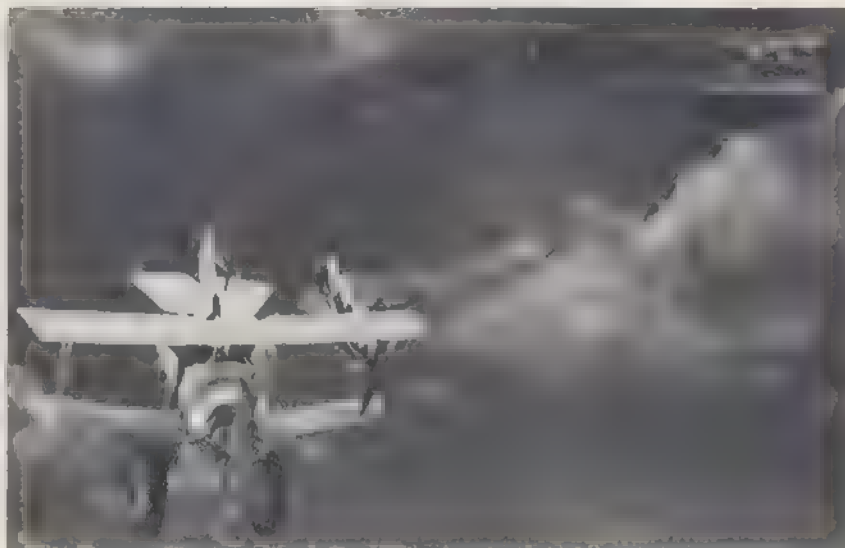
To help retailers merchandise all of Revell's visible engines, the firm is offering a display that pictures all engine models — the Rotary, the V-8, and the Turbo 4. The electrically-operated display will be available with a minimum purchase of engine kits.

Two new 1/48-scale planes are the F-16A Fighter and the F-18A Hornet.

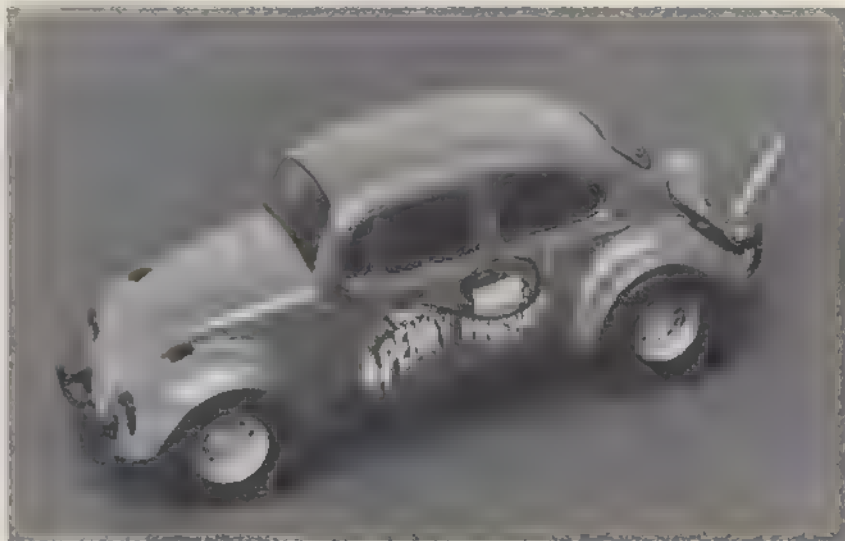
There are four 1/32-scale planes — P-40E Flying Tiger, ME-109G, the Phantom F4-J fighter-bomber, and the F-18A Hornet.

Two ships are sailing into the medium-sized line, the U.S.S. Constitution and the Cutty Sark.

(Circle No. 784 on Reader Inquiry Card)



Incredible Flying Machine



Penny Pincher VW Bug

Huffy wheeling out Pro Thunder 4 bike

DAYTON, OHIO — The Huffy Pro Thunder 4 has a rugged, low-profile, gloss black, motocross-styled frame specially designed for strength with a double gusseted four-inch head tube and all-steel front fork.

The yellow mag-style wheels have 20 x 2.125-inch stagger block tires.

Additional features include 6½-inch hi-torque crank, 44 T sprocket, coaster brake, and black V-line handlebars with yellow BMX-style grips.



Pro Thunder 4

(Circle No. 783 on Reader Inquiry Card)

It's all in the game — at Parker Brothers

BEVERLY, MASS. — Parker Brothers is introducing some new games and some variations on its old games.

Among the variations is Pocket Boggle, which follows in the footsteps of Boggle, said to be the nation's largest selling word game.

Pocket Boggle uses letter strips instead of cubes and enables two or more players 8 years to adult to enjoy the game portably and silently.

The *Mad Magazine* Card Game is Parker's second game made under exclusive license from *Mad Magazine*. It's a wild parody of conventional card games and was designed for ages 7 to 14.

In the Bruce Jenner Decathlon Game, two to four players ages 7 to 14 "compete" in 10 events constituting the Olympic Decathlon.

The *Guinness Book of World Records* game allows two to four kids aged 7 to 14 to compete for zany records taken from the book.

Joining the ranks of Parker's line of no-reading classic games for children will be the Strawberry Shortcake — Berries to Market Game.

It's a board game for youngsters ages 4 to 8 and players work their way to the fruit and berry market to win the game, color matching along their way.

Three new Strawberry Shortcake Card games are Pick a Berry, The Berry Bird, and Win by a Whisker.

Alphabet Soup is a new addition to the preschool line. It's for the under 5 set.

Dinosaur Island is a game in which two to four players vie to make the most sightings of dinosaurs on a primitive island. Ages 7 to 14.

Saddle Up, for two to four players, has horseback riding adventures for ages 6 to 12.

Parker Brothers has expanded its Quiz 500 series with the *Guinness Book of World Records*. It's a portable game containing questions and answers from the reference book. For one or more players, aged 10 to adult.

Split Second, a hand-held electronic game, is actually five different fast-action games, and enables one



Pocket Boggle



Bank Shot

or more players to race against time, compete against themselves, or vie against opponents.

The games are Space Attack, Mad Maze, Auto Cross, Stomp, and Speedball. Ages 7 to adult.

Bank Shot offers the play strategy of real pool in a hand-held electronic game. Intended for one or two players aged 8 to adult.

Sky-Ro is an 11¼-inch diameter

flying ring for outdoor play.

Can't Stop, a family/strategy game, blends easy-to-learn rules with suspenseful, competitive risk taking and shoots for broad appeal with the irresistible lure of the dice.

(Circle No. 733 on Reader Inquiry Card)

Sound Gizmo sparks Fundimensions' line

MOUNT CLEMENS, MICH. — The Sound Gizmo is a thing that makes sounds and is one of the entries from Fundimensions for hobbyists.

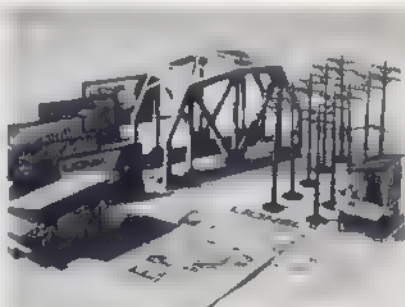
The Sound Gizmo adds the dimension of sound to models and toys and is just plain fun to play with.

A new concept in radio-controlled vehicles is The Tireburnin' Firebird, which offers fully proportional steering and speed control, as well as reverse. It's in 1/25 scale.

Lionel's Railroader Starter Pack combines a big selection of popular accessories in a single package.

Included are Road Signs, Telephone Poles, Billboards, Barrel Platform, Lumber Shed, Extension Bridge, and Lionel Track Layout Book.

MPC has two kits based on "Star Wars — The Empire Strikes Back." They are Rebel Snow Speeder and Imperial Star Destroyer.



Lionel RR Starter Pack

From Fundimensions is Hot Spot, in which the age of electronics comes to the favorite game of darts.

Two advance design 1/16-scale radio-controlled cars have been developed by Fundimensions: CBZ-Camaro Z-28 and CB Patrol-Police Car.

The General probably is the most famous locomotive in American railroading history and MPC has brought the classic out in a 1/25-scale model kit.



The Sound Gizmo

Fundimensions is offering Constructa-Truck for younger children. (Circle No. 753 on Reader Inquiry Card)

Daredevil Jump with Nite Glow from Tyco comes leaping in

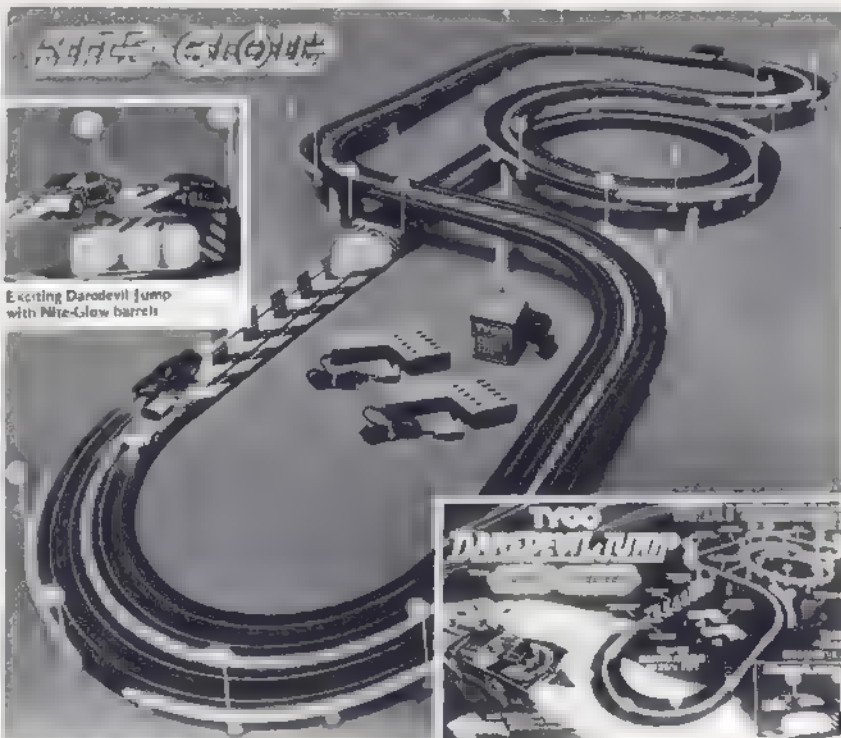
MOORESTOWN, N.J. — Daredevil Jump with Nite-Glow from Tyco features Trans-Am cars soaring into space.

The cars go over Nite-Glow barrels and land on all four wheels for more racing.

Other Tyco Industries electric racing products are Command Control Big Detour, and Super-Duper Double Looper. All have Nite-Glow.

Tyco also has HO-scale electric trains, freight cars, and accessories. There's a track layout expander, which expands any circle of track to 4-by-8 feet.

There are locomotives and Tyco-kits, HO-scale road racing sets and cars, and racing cars and accessories.



Exciting Daredevil Jump with Nite-Glow barrels



Daredevil Jump

(Circle No. 752 on Reader Inquiry Card)

25 Million Children are Discovering **LIFE TOYS** from **tasco**

TASCO has selected a dazzling array of microscopes, telescopes, binoculars, sport/sunglasses, and magnifiers, specifically designed to make the child's world come alive — genuine eye-openers to alert children to the wonders around them. The average toy is geared for amusement — but TASCO has emphasized an added dimension: Amazement!

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It is Peanuts (and the gang) at Aviva Toy

NORTH HOLLYWOOD, CAL. — Snoopy and his friends are the guiding lights at Aviva.

Snoopy Wind Up Skiers has Snoopy and Woodstock, Charlie Brown with Woodstock, and Lucy with Woodstock. Each of the character's arms moves in a skiing action as the toy is in motion.

In Snoopy Doghouse Toothbrush, Snoopy and Woodstock pose on the doghouse, which is a toothbrush.

The Radio-Controlled Snoopy Doghouse has the pooch lying on his doghouse. The transmitter is a 5-inch

high Woodstock with a two-way pivoting tail.

There's also a Radio-Controlled Snoopy Fire Engine.

The Peanuts Balance Bar features Snoopy in his biplane, on his doghouse with Woodstock, dressed as a scout with Woodstock, skiing with Woodstock, and Charlie Brown skiing with Woodstock.

Also in Aviva's collection this year are Electric Chirping Woodstock and Snoopy Bob-O-Wheels.

(Circle No. 722 on Reader Inquiry Card)



Snoopy Wind Up Skiers

Skyline Toy's Shrinky Dinks is getting into more characters

MEQUON, WIS. — Skyline Toy's Shrinky Dinks category will have Barbie, Buck Rogers, Mork & Mindy, Hot Wheels, and Dolls of All Nations joining the team.

During the fall, all the Shrinky Dinks will be brought to the televi-

sion screens in more than 40 major markets. The featured products will be Barbie Shrinky Dinks and Glow in the Dark Shrinky Dinks.

The firm also is bringing out a strategy game for two players — Claustrophobia, which will receive major TV promotion in five key markets.

In addition, the company has two card games for preschoolers — Hide & Seek and Tug of War, which will receive network exposure on the

"Captain Kangaroo" show.

As a followup to the Flatheads English Dart Board, Skyline is producing Deluxe Flatheads Bull's-eye Dart Board.

Skyline will spend close to \$1 million continuing its promotions on TV for the firm's staples, which include Socker Boppers and Tipovers Motion Blocks.

(Circle No. 721 on Reader Inquiry Card)

Spectra Star raises curtain on its kites

ENCINO, CAL. — Spectra Star Kites is having a festival of color and design.

Each of its 1980 Mylar and Nylon kites is printed in up to seven colors.

Some of the offerings are Freestyler, a single flying line stunt kite with 25 feet of tail; 25-Foot Nylon Rainbow Dragon, which has three graphic designs, Fantasy Balloon, Butterfly Woman, or Ghost Ships; and Nylon Diamond, which has four different graphics and a 10-foot Mylar rainbow striped tail.

The 45-Foot Over the Rainbow has a Mylar head printed in six colors with an illustration of balloons soaring past a rainbow-filled sky.

Shooting Star Kite is an octopus-type multi-tentacled kite printed in six colors on Mylar with two different head designs.

Flying Spool is a red, blue, or yellow plastic spool with 500 feet of 20-pound nylon flying line.

(Circle No. 719 on Reader Inquiry Card)

Rumbleseat Press shows Norman Rockwell dolls

SAN FRANCISCO — Rumbleseat Press has begun introduction of the Norman Rockwell character dolls, in which Rockwell's boys and girls become doll characters.

The first is Mimi, the little girl with the soulful eyes who seeks help for her ailing doll.

Rumbleseat has gone to Germany for production of the dolls, each of which has a torso and head of one-piece highly-fired bisque.

Arms and legs are made from a synthetic material, color blended to the porcelain, and the doll's doll is made of the same material as the limbs.

Mimi's limbs are movable and the face is hand painted on the porcelain.

All clothing is removable and washable.

Anne, the second doll, is due to arrive in February. She is nearly 10-inches tall.



Anne

(Circle No. 720 on Reader Inquiry Card)

THE INCREDIBLE

YO BALL™

THE MOST EXCITING NEW ACTION TOY TO
MAKE MILLIONS OF SALES CALLS THIS SPRING

THROW IT IN ANY DIRECTION 'N IT
ALWAYS COMES BACK TO YOUR HAND

GET YO BALLING WITH US THIS SPRING . . .
AND WATCH YOUR SALES SPRING UP



Always returns to your hand!

This new *sensational* action toy is exciting and fun for all ages. It's safe and light and easy to master! No winding necessary. Throw the Yo Ball in any direction and watch it *always* come back to your hand! You can learn to hit the moon, do a snake hug or play hot potato ... and many more tricks you will discover on your own! Most of all it's lots of fun for everyone. The Yo Ball is sure to become an all time favorite for everyone. For little, young and old Yo Ballers, ages 4 to 120 years.

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Circle No. 71 on Reader Inquiry Card

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Circle No. 189 on Reader Service Card

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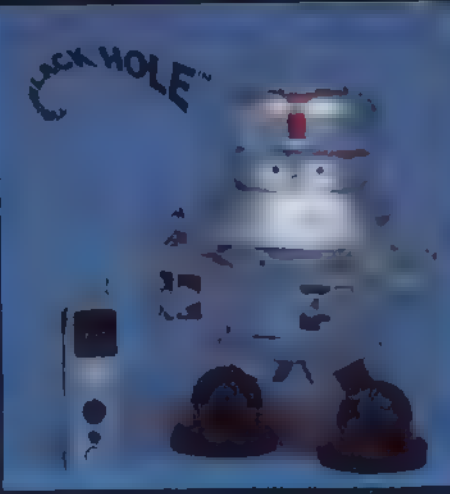


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The Class Menagerie

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(Circle No. 13 on Reader Inquiry Card)



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Outlook on toy packaging

by Dr. Robert I. Goldberg

Criticism Needs More Valid Research

New package designs, like show business starlets, glow with anticipation at their Toy Fair debut. Proudly they stand in the center stage spotlight at this, their gala opening. But stardom is illusive and all but a special few are doomed to mediocrity. For they must all face the judgment of their severest critics . . . the retail merchandise executives and chain store buyers. And today more than ever before they pan, openly reject or highly criticize innovative packaging before their initial retail performance.

A chain buyer's rejection or even his frown can clip the wings of any aspiring new package design. But on the other hand, his approvals and raves can make a "hit" with an assured retail run.

The stakes are high and the winning package takes all. And criticism and disfavor are common. But such disfavor is frequently ignored when seemingly knowledgeable manufacturers just turn the other cheek. By grit and determination they defy the retailer critics and continue to seek stardom for their slightly wilted packages designs.

So next month they will take their humiliated stars on the road to the regional toy shows. Here they may have their hopes for a second chance. But, it may just be a repeat of Toy Fair. And they will chalk it up to another unjust criticism of innovative packaging.

Packaging stardom is an illusive phenomenon. Toy stores are filled with mediocre package designs. They are also filled with broken boxes, ripped films, and damaged toys. They have the difficult task of housecleaning and inventory control. Only a few outstanding packages emerge onto center stage and by their own charisma assure the continued sales success of the toy in mass retail stores.

It is amazing to discover how an outstanding package design is so universally acclaimed. Everyone seems to respond to it. In the same way mediocrity communicates its sanguine dullness to disinterested observers. When packaging is good for a hobby or toy item, most top retail merchants spot it. When it's bad, they know it too.

But, we have no recognized standards or currently researched criteria for the evaluation of toy packaging design. Gut feelings pervade and mysteriously they guide the opinions of both the experienced product marketers who do the developing and the retail merchandisers who do the buying.

How many times have you criticized a package because it was too busy or you thought it didn't communicate? Ten years ago Kenner took a top seat in sales with a good market share because of the very busy communicative packaging. Not in spite of it. But if they tried the same graphics today the line would never leave the factory.

How many times have you criticized a package for not fully explaining a toy? And how many times have you vacillated between closed boxes and open boxes? When Buddy L put trucks in open boxes they moved their line into real volume sales.

Many merchandising decisions concerning packaging are the result of personal judgments and artful opinions. The most assertive executives are self proclaimed as the most informative. Their opinions, however, are more closely related to a mystique rather than to the awesome conclusions possible today from computerized data and established truths.

Generalizations are created without immediate benefit of any applied research.

Assumptions are made and if not rejected by colleagues and adversaries alike they are stated as truths. And to some degree, many generalizations made about packaging do match the observable world.

But since these principles have only empirical validity, no measurable degree of accuracy is predictable. They may be true in a majority of instances and they may also be false in an equal amount of cases. Judgment decisions are only guesses. As such, in the absence of formal knowledge, they have little more validity than pure chance.

You have all heard an important buyer remark, "the package doesn't explain everything the toy will do. Customers will have to open the box to find out. What a mess we'll have." What do you do? Should the package say more? What is the correct way?

There are few mathematical functions we can give to packaging to quantify its stimulus. But, we can not even predict the behavior of respondents since this varies according to the demographics, the retail environment, the shopping motives and the retail price.

In the past we have solicited field data from retail toy stores and have quantified empirical laboratory findings. Now for the first time, in cooperation with PLAYTHINGS magazine we are conducting an overall marketing research plan for the evaluation of toy packaging. And this column will report the results as soon as they are available.

It will be a first step whereby we can establish some principles that can ultimately lead to basic rules.

Dr. Robert I. Goldberg is the executive director of the Center for Packaging Education, and president of Associated Industrial Designers. He is also professor of marketing and market research at St. Francis College

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Lesney opens decade with Daredevil Diesel Race

NEW YORK — Lesney, parent company of Vogue Dolls, Matchbox, and Speedtrack is beginning the decade with Tyrone Malone's Daredevil Diesel Race and Chase and a number of dolls in various categories.

Tyrone Malone is America's most



Park-A-Matic Garage

colorful trucker, who has twice broken world speed records for truck drag racing.

Now, slot car racers can play out Tyrone Malone's daredevil antics at home with Speedtrack's Daredevil Diesel Race and Chase road racing set.

The set features replicas of Malone's Super Boss and Bandag Bandit trucks, 13½ feet of racing track, with the Race and Chase U-turn feature.

Matchbox is introducing the Park-A-Matic Garage, a bright blue and yellow plastic parking lot that holds up to 36 Matchbox cars.

A battery-operated pushing device, combined with a manual crank, activates the Matchbox cars into any one of 10 parking spaces. Park-A-Matic features gas pumps and exit/enter ramp.

Ginny is one of the stars at Vogue, and for the '80s her theme is action, with Ginny's Gymnastics, a fully workable high-bar for Ginny to perform gymnastic routines.

She has six new fashion looks for spring. There are a bathing suit and robe and towel, red plaid pants with white sweater and hat, yellow print party dress, cheerleader's outfit, pink and blue flannel nighttime outfit, and denim overalls with red checked shirt and scarf.

Welcome Home Baby Turns Two has joined Vogue's soft body baby



Ginny's fashion looks

doll collection. Also new are Hilary, a 12-inch Bisque-look Baby Dear, and Hug-A-Bye Baby, which has a one-piece foam body.

In the Drink n' Wet doll line there are Precious Penny and Ginny Baby.

Nicole, a 17-inch teen doll, enters the Fashion and Charm category and Brikette is wildly colorful for 1980 in the Dolls With Character line. She looks like a toddler from another era.

(Circle No. 679 on Reader Inquiry Card)

Fireball is just one of Gabriel's bright ideas

NEW YORK — Fireball is one of the hot new items at Gabriel Toys and Games.

Volley it, toss it, or hurl it through the night. Get glowing with Fireball. Kids can have fun in the dark with a glowing ball of light.

It can be used at the beach, park, on the lawn, or indoors. Ages 5 and up

Busy Clock goes ringing, rattle, and click-clock and has lots of activities to keep baby busy. A hand clicks with every turn and a bell rings



Fireball

when the clock is wound. For ages 6 months to 3 years.

Workshop Willie, for ages 3 to 6, is a Child Guidance toy by Gabriel and is a playmate kids can't wait to take apart. Putting Willie back together is all in a day's play, using tools that work just like a grownup's.

Flippin' out is what Chuckers is all about. The outcome flip-flops until the last minute, so the suspense and fun keep building.

Other toys from Gabriel include Scoot Bus, Rock 'N' Ring Phone, Tap 'N' Toot, Jack in the Crib, Ring-A-Round Top, and Oscar-the-Grouch Bop Bag.

Also, there are Night Rescue Chutes Away, new Tinkertoys and Pocket Tinkertoys, and Snoopy Snack Attack. In the Snoopy game, players take turns pressing Pop-O-Matic bubble, then snatching a bone of the same color as on the die.

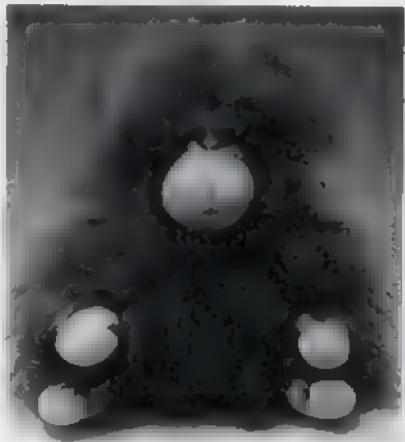
(Circle No. 677 on Reader Inquiry Card)

Jake Orangutang joins Rushton lineup

ATLANTA — Jake, the Orangutang, is the Rushton Company's newest addition to its Soft Touch for Big Profits line of plush

The long-haired creature features soft sculptured ears, face, hands, and feet, and a cuddly body.

Jake comes in 12-, 18-, and 36-inches.



Jake, the Orangutang
(Circle No. 678 on Reader Inquiry Card)

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(Circle No. 54 on Reader Inquiry Card)

L.J.N. has I Took a Lickin' From a Chicken and seven others

NEW YORK — Eight new items will grace L.J.N. Toys' selection. They are Computer Impulse, Electronic Concentration, Andy Gibb AM/FM Radio, Mini-Draw, Computer Command, I Took a Lickin' From a Chicken, Mickey Mouse Dial-a-Song, and Adorable Dora, the Daffy, Disco, Singin Hippo.

Wanna buy a chicken? I Took a Lickin' From a Chicken will be promoted on TV in hopes that lots of people will want to play this new version of Tic Tac Toe.

The player challenges the chicken to see who will outsmart whom. Sound and motion accompany all aspects of the various games. Beat the chicken and hear "Old MacDonald Had a Farm." Lose and the chicken cackles at you.

Just by dialing this little princess phone, children can hear the Mickey Mouse Dial-a-Song play "The Mickey Mouse March." For ages 1 to 5.

Computer Command is L.J.N.'s computerized car, which is a scale model of the 1980 Corvette. By opening the hood, one gains access to the command panel with a selection of up to 255 different programs. The commands include forward, reverse, lights, horn, siren, and many others, along with motor sounds.

The dumpy darling of the disco scene is Adorable Dora, the Daffy, Disco, Singin Hippo. Dora's owner sings into the microphone and Dora sings and sways.

Computer Impulse is a game of speed and split-second reaction. It challenges hand-eye skills to freeze the unpredictable bouncing light balls to create lines of four in a row.

An electronic version of the old-time game is Electronic Concentration. The matching numbers game



I Took a Lickin' From a Chicken

can be played solo or against a friend.

The Andy Gibb transistor radio is made of high-impact styrene and has a carrying strap and telescoping antenna.

Computer Impulse, Electronic Concentration, and Andy Gibb



Mickey Mouse Dial-a-Song

AM/FM Radio are for ages 5 and up.

Mickey Mouse stars in his own toteable drawing board, Mini-Draw, which comes with a special pencil plus a self-contained eraser. (Circle No. 775 on Reader Inquiry Card)

Police Sidewalk Bike joins Hedstrom lineup



Police Tricycle and Sidewalk Bike

BEDFORD, PA. — Hedstrom has added a 13-inch sidewalk bike to complement its 10- and 13-inch Police Special tricycle line.

The new Police Special bike features the shroud design, a colorful police windshield, motorcycle-style handle grips, simulated shocks, and knobby semi-pneumatic tires.

In addition to its Tuffbilt welded frame wheels, finish, and Easy Action Pedi-Brake, the Police Special features the new Tuffbilt dual nylon bearing crank for easy peddling.

(Circle No. 774 on Reader Inquiry Card)



Computer Command

British firms inspired by yesteryear for new lines unveiled at Toy Fair

NEW YORK — Playthings of yesteryear have provided the basis for many of the new British lines toy makers unveiled at Toy Fair.

A group display will be staged as usual in the Albert Hall in the Sheraton Centre, organized by the British Toy and Hobby Manufacturers Assn.

New from Dean's Childsplay Toys will be reproduction rag dolls, exact replicas of dolls produced by its sister company, Dean's Rag Book Co. Ltd. in 1912.

The Alresford Crafts collection of Victorian-styled china dolls will include 15 new models. New subjects for these 22-inch dolls include babies, little girls, and old men. Alresford has established its own production unit to make the Staffordshire china parts which are flesh toned in period style.

House of Nisbet has added 18 costumed dolls including the Royal Family Group, Pope John Paul II, King Tut, Margaret Thatcher, and John Wayne.

In soft toys, Storytime has colorful rag dolls in varying sizes up to 32 inches. Mary Frances will return with her "Ping Pong People."

In books, Child's Play has a museum book for children one through nine years of age. Reeves now has disks measuring 29 mm in diameter and 5 mm thick. Color sticks, brushes, and mixing tray are included.

Page of London has nine fresh designs in its range of paint materials. Supercast has a new doll making kit. All materials are provided except fabric for the doll's clothes. Fuzzy Felt pictures can be made from kits promoted by Allan Industries. No scissors, paint, or glue are required.

Working models of steam locomotives will be on display from Maxwell Hemmery. Showing rocking horses will be Haddon Rockers and Silverbands. The latter also makes wooden educational toys.

Cassidy has a new Sortacoin change dispensing unit for young shopkeepers and a battery driven food mixer that works.

Also on hand at the Albert Hall will be Combex Ltd., Fred Liebethruth, Halfpenny Houses, IDTV Enterprises, Lone E Lone Star Products, Morris Vulcan Sales.

Toy Fair runs Feb. 17-20.

M. Greenberg, founder of Coleco, dead at 79

HARTFORD, CONN. — Maurice Greenberg, founder of Coleco Industries and chairman of the board, emeritus, died Fri., Jan. 18. He was 79.

Born in Russia, Greenberg came to the U.S. in 1912, settling in New Haven. He moved his family to Hartford in 1932 and founded Connecticut Leather Co., a wholesale distributor of shoe repairing supplies. The company was the forerunner of Coleco Industries, a Hartford-based NYSE listed manufacturer of family recreational products.

In 1962, the company evolved into Coleco. Sons Leonard and Arnold joined and took over its direction as chairman and president, respectively.

Significant beneficiaries of foundation grants include the Hartford Jewish Federation, Mt. Sinai Hospital, Hartford Jewish Community Center, Hebrew University, and University of Hartford.

He leaves his wife, Frances Milkenstein Greenberg; two sons Leonard and Arnold; four grandchildren; a brother and sister.

Memorial contributions may be made to the Israel Emergency Fund c/o Hartford Jewish Federation.

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TMA *cont*

Supermarkets have increased their general merchandise sales 297 percent during the 1970s, and toys represent a growing segment of this business, according to panelist Allen "Bud" Levis, president of the Allen Levis Organization.

In a recent survey of 100 top supermarket chains, Levis learned that most chain buyers don't really understand the toy business, especially what happens with toy products at the retail level.

Realizing they can't compete with conventional toy outlets in selling TV-promoted toys, supermarket buyers say the best way to sell them is on a year-round basis, and emphasize their critical need for prepack displays. Because there is so much repeat traffic, the buyers say, toy racks and displays must be changed continuously. The best way for a toy supplier to get started in supermarkets and sell them in the off-peak season is through prepack displays, Levis concluded.

In a product makers panel, Ray Wagner of Mattel said the industry and his own company are faced with an ongoing restructuring process. Product direction in the '80s will be determined by such factors as expanded age group



THE FUTURE IS NOW for this TMA panel of toy designers and developers: (L to R) Jim Becker of Anjar Inc., Jeff Breslow of Marvin Glass & Assoc., and A. Eddy Goldfarb of Goldfarb/Benkoe Assoc.

appeal, higher price point ranges, additional channels of distribution, and new lifestyle trends, Wagner observed.

The biggest restraint on toy industry growth is fear of the past, Wagner warned. "Don't be creatures of habit. We must reexamine which channels of distribution will be logical extensions for our type of products ten years from now."

While electronics captured a "disproportionate share of the publicity in 1979," according to Bernie Loomis of General Mills, the toy business will always be a "multiple option industry."

Among the budding trends cited by Henry Coords of Fisher-Price are: the growing importance of catalog showrooms, the increased year-round merchandising of toys, and the shift toward carrying broader, not narrower toy lines by retailers.

Also on the program were: TMA spokesperson Margaret Truman, general counsel Aaron Locker, tariff counsel Barry Levy, Alan G. Hassenfeld of Hasbro Industries, Franklyn S. Barry Jr. of Fisher-Price, John J. Healy of Lego, and A. M. Marson of Leisure Dynamics.

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Circle No. 72 on Reader Inquiry Card

Minicraft/Hasegawa is winging in with 30 plane kits, 14 others

TORRANCE, CAL. — With 44 new kits and two new categories for 1980, Minicraft/Hasegawa is growing fast. Of the 44 kits, 30 are planes.

Headlining the releases are three 1/48-scale executive jets, the Learjet 25, the Citation I, and the Falcon 10. The kits, first in that scale for Minicraft, feature complete interiors.

An initial line of seven 1/200-scale airliners also will be released. This lower-priced scale is aimed at the younger modeller.

Planes include: Boeing 727, 737, 747, McDonnell-Douglas DC-8, DC-9, DC-10, and Lockheed L-1011.

To be added to the 1/32-scale range are the two-seat McDonnell-Douglas TA-4J Skyhawk II, the "MIG killer" of the Korean War; the North American F-86F Sabre, plus two aircraft from the Golden Era of Aviation — the Boeing P-12E Biplane fighter and the P-26A Peashooter, the first all-metal low-wing monoplane to serve in the Air Force.

Augmenting the 1/72-scale series will be 16 items. Included are F-18A Hornet, F-11F Tiger, T-38 Talon, Cessna A-37A, F-86 Sabre, T-33 Shooting Star, F-15B Eagle, P-47D Razorback, Spitfire Mk II, P-47D



Cessna Citation I in 1/48 scale

Thunderbolt, P-51D Mustang, P-40 Kittyhawk, P40-N Warhawk, Messerschmitt 109E, Messerschmitt Bf 109G, and F6F Hellcat.

Many of the 1/72-scale releases will be in a new lower-priced series.

Fourteen kits in the 1/72-scale Armored Vehicle series will be manufactured in the U.S. this year. Among the entries: Tiger, Panther,

Sherman, Chaffee, Lee and Stuart tanks, the M-5, M-4, and II ton tractors, plus the 88mm and 155mm cannons.

(Circle No. 706 on Reader Inquiry Card)

Ja-Ru displayer points to water gun fun

JACKSONVILLE, FLA. — Water Gun Fun is the title of Ja-Ru's latest displayer, No. 875.

A floor displayer, it holds 120 pieces of water guns. Set-up size is 23-inches wide by 19-inches deep by 24-inches high.

It comes with a 15-inch P.O.P. sign.

Ja-Ru's super-squirter water guns come in bright translucent colors and are packaged with colorful contour headers.

The Water Gun Fun Center consists of 24 pieces of Pocket Water Gun and 12 pieces of the following water guns: Raider, Secret Agent, Lugar, Space Splasher, Space Shooter, and Big Shot 45. Also, six pieces of a different style of Lugar, plus Police Power, Machine, and Cowboy Water Guns.

(Circle No. 705 on Reader Inquiry Card)

Sweco all in a whirl for winter snow fun

PITTSBURGH — Sweco, the winter recreation goods company, is expanding its line with three new products.

Designed for safety and fun, Sweco's new Surfboggan is a space-age variation of the old-fashioned toboggan, but with a trapped air cushion inside a molded plastic body.

Surfboggan's two bottom edges are molded inwards for maneuverability so the vehicle can readily be steered when riders shift weight from side to side.

J-Jumper, a seated uni-ski, is designed for balancing and jumping over small grades. It is made of lightweight blow-molded plastic. The bright blue snow vehicle is the 1980s version of the traditional wooden Yankee jumper used for decades in New England.

Skibo is a new snow product



Sweco's snow products

fashioned after popular skateboards and offers the best of both worlds to skateboarders and skiers. Skibo glides over packed snow and steers around obstacles.

(Circle No. 704 on Reader Inquiry Card)

INTRODUCING MAGITRON. IT MAKES EVERYTHING FROM MONSTERS TO MONEY.

Cox Hobbies introduces a unique new Make & Play toy that lets kids create permanent, playable objects that twist, bend, stretch, and mold their imaginations.

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The Magitron series complete with Magitron oven & Magistuff sets with 30 molding shapes, sculpting tool, Magimold, and Magistuff, all in one package.

NEW WORLDS FROM



(Circle No. 122 on Reader Inquiry Card)

Halls Plaza, Halls Crown Center of Kansas City, merge

KANSAS CITY — Halls Plaza and Halls Crown Center, two specialty stores here, merged their separate store organizations under one management.

Robert Benham, president of the Hallmark Retail Division which operates the two stores, announced the change. Benham said the transition to a single management team would enable Halls to better serve its customers and allow both stores to reach their full growth potential.

The stores, which currently have about a 50% overlap in merchandise, eventually

will have a 65-70% overlap, and successful departments will be positioned at both stores rather than just one.

Consolidated Toy Co. names sales manager

HAZLEWOOD, MO. — Dennis Huyck has been named sales manager for Consolidated Toy Co. He recently had been sales manager for Animal Fair Inc. and prior to that was divisional merchandise manager of toys for the Venture Stores division of May Department Stores Inc.

Kamar releases Cheeky, available in three colors



TORRANCE, CAL. — Kamar International has dug into the plush bunny patch for Cheeky (style #3757). The rabbit is 9 inches high and is available in pink, yellow, or blue. Cheeky is suitable for year round sale. Suggested retail price is \$8.

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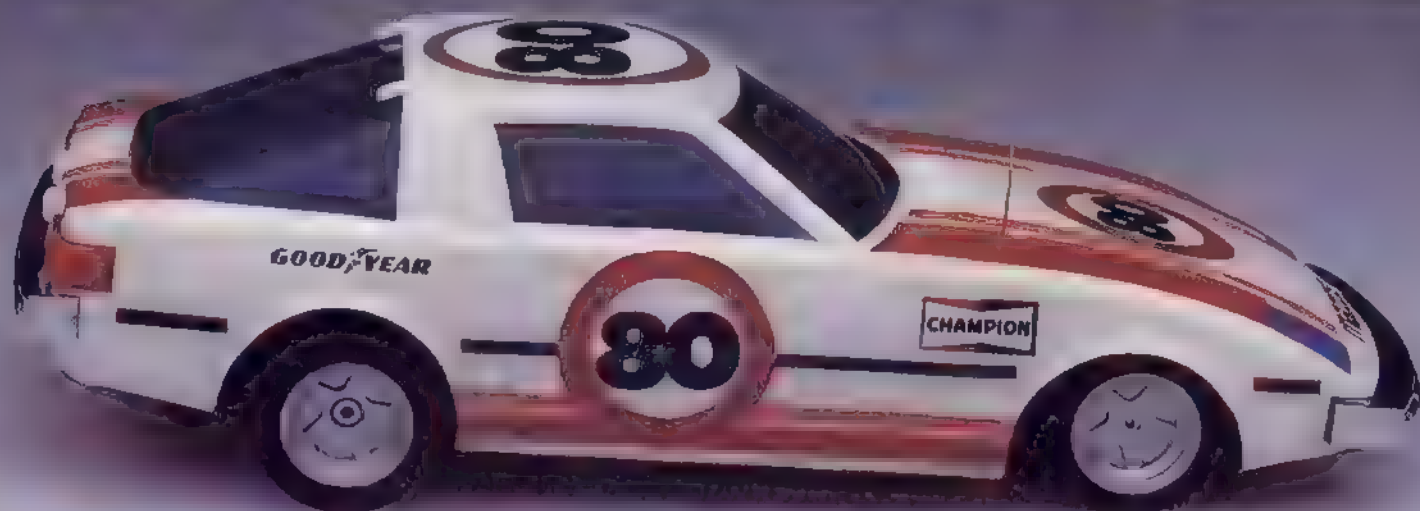


Estes' Eclipse

PENROSE, COL. — Estes has released a new mini-brute rocket, the Eclipse, capable of reaching altitudes of more than 600 feet.

The design features die-cut balsa fins, quick release engine mount, kit decals, and a ten-inch parachute. The rocket is more than a foot tall and is suggested for beginning rocketeers. The Eclipse retails for approximately \$3.

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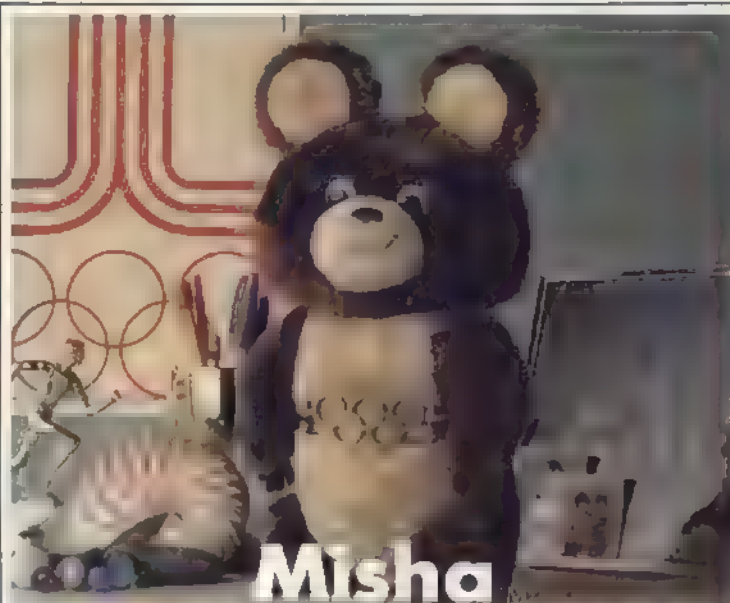
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Circle 124 Reader Inquiry Card

United Artists to represent 'Black Stallion' license

NEW YORK — United Artists will represent Francis Ford Coppola's film, "The Black Stallion," for licensing and merchandising. The movie is based on the Walter Farley 1841 book centering around a shipwrecked boy and the wild black horse as they embark on a struggle to survive. After rescue, the horse becomes a great racehorse.

The movie is set for a March, 1980 opening in selected theaters with a wide break to follow

Furthermore . . .

TOY BRIEFS. Novag Industries Ltd., the company that produced Hong Kong's first microprocessor-based computerized chess game, has developed a super system containing five separate units all in one package. The unit is called Novag Chess Champion Super System III . . . Art Award has been granted three items from Walt Disney Productions for the Black Hole Paint'n puff set, a Mickey Mouse drawing machine which comes with stencils, drawing machine, crayons, and a one-step glitter paint set . . . To promote Thumper, Castle Rock is offer-

ing a 24-unit pack of the product with a free p-o-p display unit . . . Buddy L's brute tug boat, featuring a steel hull and bridge, will be packaged in a full color touch-N-Sell package . . . Waddington's Jack Hirsch has been visiting leading retail outlets around the country with a giant replica of his company's Wizard electronic game . . . USAirfix will continue marketing its die-cast paramedic truck from the Emergency TV show . . . Gay Toys has released The Big Wagon, a 14 inch long pull wagon with oversized wheels . . . Ohio Art has released the disco dance machine, a two speed phonograph designed to resemble a juke box. The machine also features a microphone so the deejay can announce or sing along with the record . . .

In the children's book field, Alfred Knopf Publishers has released the Sisters Impossible, a book about children attending ballet school . . . HIT Enterprises has published 8-Wheel Drive, a humorous look at roller skating . . . Bonneville Productions of Salt Lake City has unveiled Color Book theatre, a cassette — coloring book package of favorite fairy tales . . . Chilton has published New Tole and Folk Art Designs, a book of instructions on tole painting. Joybug Teaching Aids of Parsons, Kan., has published the Word Machine, books that work on a flash card principle to teach children how to read . . . Harmony Books has released Donald Duck, an authorized history-biography of the Disney superstar. The cloth book contains more than 500 illustrations

Domestic sporting goods dealers and suppliers expect to maintain a double-digit growth level through 1982. The largest growth area (20-25%) is jogging, skiing, and sports apparel. Water sports, soccer, bicycles, and mopeds followed with a growth rate of 15-20%. Football and skateboarding were put at a 0-5% growth rate. . . . POPAI has named P. Jan Anstatt first vice-chairman. Kenneth J. Brenner has been named second vice-chairman and secretary. The elections were prompted by the resignation of Homer King who had been first vice-chairman. . . . Cosom has redesigned packaging on its Ring Toss game. The package is now rectangular and will display a uniform gold color scheme. Each package features full-color photos of the product in use and a see-through section to allow visibility. . . . J.F.M. Games, manufacturers of Stock Block game, plans to produce an individualized game for Moscow by early 1980. The game, to be printed in Russian, will feature historical and political landmarks of Moscow. The Seattle-based firm explained it will be sold directly to European distributors outside the Iron Curtain.



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DIVISION OF
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Introduced in 1979 The Gerber Baby Doll In addition to exciting line of stuffed Animals.



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(Circle No. 125 on Reader Inquiry Card)

(Circle No. 126 on Reader Inquiry Card)

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LETTERS

Reader thoughts opinions comments

Toy industry still innovative

To the Editor:

I must take issue with several of Harry Guckert's columns which have decried the lack of creativity and innovation in the toy industry.

Mr. Guckert seems to think Barbie represents innovation, but Barbie is more than 20 years-old.

At Kenner, creativity is still alive and well. The Easy Bake Oven, Give-a-Show projector, and Spirograph all represent recent blossoming creativity. Also, we're especially proud of our Star Wars products based on the creative impact of George Lucas.

Other companies are not neglecting creativity and innovation either. Parker has created Nerf, Merlin, Boggle, and Stop Thief, among many other products.

Equal stories of significant creativity can be found beyond Barbie, at Mattel — and at Fisher Price, at Milton Bradley, and Hasbro, and many other toy companies.

I share your concern at the problems that imitators represent, but don't think that for a moment that innovation has gone away. We are proud of our companies' share of it and we realize that it is not exclusive to us.

Bernie Loomis

Vice-President General Mills, Inc.
41 Madison Avenue
New York, N.Y.

Things should be easier for the little guy

To the Editor:

Regarding Barbara McClorey's article "Model Kits: a hobby for all seasons?" I must point out several problems not mentioned. First of all, why is it that manufacturers take care of the large discount chains while smaller independent stores take second place on their lists?

For example, if a customer buys a kit and a part is missing, a discounter can afford to replace the kit. Consequently, consumers expect us to be able to do the same, when manufacturers' refusal to honor our returns makes such a task difficult.

Also, discounters get a much better price than do small retailers. It is difficult to make any category stretch out over the full year when prices are so high.

Secondly, availability of certain model kits has been a problem. Revell's models 1286 and 1292 are useless to order because they just cannot be found. The same problem exists for Monogram's 1201, 1202, and 1203. The article talks about contests, but I have not been alerted to any contests by Monogram or Revell for this year.

If manufacturers were more aware of the small retailer and made things easier for him, things would improve for both supplier and seller, and the middleman and his costs could be eliminated.

George West
George's Hobby Shop
310 North Delmar
Hartford, Ill.

Licensing coverage a help to retailers

To the Editor:

Just wanted to drop a quick note to compliment you on your coverage of licensed toys. Your monthly page and January's feature story have made things much clearer for everyone at our store.

Tim Buckley
Fun'n' Stuff
Davis, California

Nadel & Sons Toy ups line to 2,000

NEW YORK — Nadel & Sons Toy, manufacturers and importers, has increased the line to some 2,000 varied items.

The company, headed by Melvin Nadel, began 75 years ago and specializes in items ranging in price from 1¢ to \$5. Over the years, the company has enlarged the line to include giftware, household, and novelty items. The company now sells to carnival and amusement parks as well as to other non-allied fields.

Nadel is located at 900 Broadway, NYC.

Mabuchi upgrades line of mini-D.C. motors

NEW YORK — Mabuchi's research and development program has resulted in upgrading its range of industrial heavy duty, high torque, small D.C. motors.

In an effort to meet the toy industry's needs for more powerful and longer life motors, Mabuchi's 1980 offerings include several new types of motors with improved features.

These improved motors will have substantially longer life, operate at higher rpms, have more stable performance, and run cooler.

Schaper's Cootie makes them bug-eyed



NEW YORK — Among the features of the Macy's Thanksgiving Day parade here was Schaper's Cootie, which appeared for the fifth consecutive year. The 22-foot-high replica of the popular game was seen by about 40 million viewers on NBC. Cootie was accompanied by the First All Children's Theatre, a nonprofit performing group of children aged 4 to 17.

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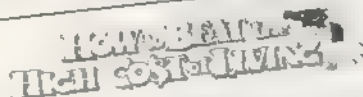
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(Circle No. 53 on Reader Inquiry Card)

Electronics leading Lakeside Games' line

MINNEAPOLIS — Electronic games are helping to spark Lakeside Games' entries

Le Boom is called the electronic game that will blow your mind. Players select from four quick-thinking games as they match wits with the computer or compete against friends. Realistic sounds get louder and louder while they search for clues to help defuse Le Boom, before it goes boom. For ages 8 and up.

The electronic game you can't play just once is what Lakeside says about Strobe. Players test their reflexes against the speeds of light and sound with Strobe. For one to four players, ages 8 and up.

Mr. Pop! is for beginners in which children race the clock to match the face of Mr. Pop! If they don't get all the pieces in place before the timer runs out, Mr. Pop! will go pop. It's for any number of children, aged 3 to

7, and requires no batteries.

Children get to blast the bad guys in Road Rockets, a rapid-fire target game that fires six Road Rockets without reloading. It's an action game for any number of children, ages 5 and up.

Lakeside says you won't believe your eyes with Zany Zappers. They're electronic flashing glasses that you can wear anywhere. Kids can send secret messages with light or freak out their friends.

Zany Zappers come in four different colors and are for zanies, ages 5 and up. The product will be supported with a media campaign in the spring.

Wacky Monster Writers, an addition to Lakeside's Wacky category, are real ballpoint pens with squirmly, slimy monsters trapped safely inside. Each pen contains a colorful blob that oozes in and out of a themed setting. They are meant for children and



Zany Zappers

adults, ages 5 and up.

Perfection has received a new package and updated graphics and Superfection has new graphics.

(Circle No. 765 on Reader Inquiry Card)

Cosom keeps its eye on the ball with three new sports sets

MINNEAPOLIS — Among the sports-minded additions to the Cosom line are Tennis Set, Volley Paddle Set, and Ring Table Tennis.

Tennis Set is a scaled-down version of standard tennis equipment and has been a popular product in Europe for the past two years. Cosom considers the yellow foam ball to be the most attractive element of the Tennis Set.

Besides providing fun for the entire family, the set can serve as a tool for youngsters learning the fun-

damentals of tennis. The game can be played on various surfaces, including lawn, patio, and driveway.

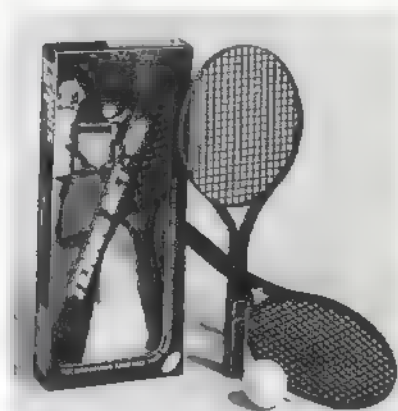
Volley Paddle Ball can be played by two or four persons in the backyard or at the beach and the object of the game is to keep a rubber ball in the air by hitting it with plywood paddles.

A new paddle and ball game is Ring Table Tennis, which consists of a ring and base apparatus, two paddles, and two balls.

It is played indoors or out by two participants or by one person at a time by using a wall to rebound the ball back through the ring. Any flat surface, such as a table or floor, may be used.

Cosom also has redesigned the package of its Ring Toss game. It has a uniform gold color scheme and the rectangular-shaped package features full-color photos.

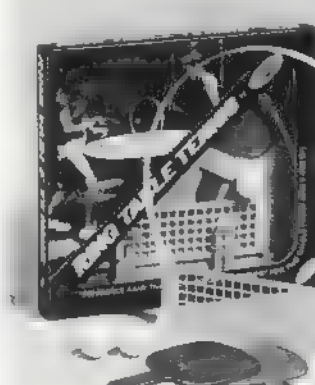
(Circle No. 764 on Reader Inquiry Card)



Tennis Set



Volley Paddle Ball



Ring Table Tennis



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Circle No. 11 on Reader Inquiry Card

Tonka

Tonka. In toys . . .

Big Duke™ & His Mighty Roughneck™ Pickup

New for '80 It's the biggest pickup Tonka has ever made. Big Duke stands 8" tall. The Mighty Roughneck Pickup is fully equipped for plenty of action. Included is a working winch, four removable tires, heavy-duty jack, and spare tire. There's also a detachable roll bar, removable camper top and open sun roof—Big Duke can even be placed behind the driver's seat. The Mighty Roughneck Pickup...built Tonka tough just for fun.



Hand Command™ Turbo Prop™

New for '80 There's no other plane like it. The Turbo Prop is Tonka tough, durable, yet very light weight. It features an open cockpit for a pilot (not included) and retractable landing gear. Plus, the finger-trigger hand grip spins the props and produces an exciting turbo sound. Turbo Prop...it's just plane fun.





EDISON ARRIVES WITH THE SYSTEM... AND WHAT A SYSTEM IT IS!

Edison, Europe's leading toy gun and ammo manufacturer has literally put the fun back into the toy gun and ammo market by inventing the 'Supermatic' System.

Easy loading guns and rifles so imaginative, you have to see them to believe it. And that's what guns should be—imaginative, fun, playful, and as always —'real Profit Makers.'

The 'Supermatic' guns and rifles continue to maintain the Edison standard of quality and design...what sets them apart from all other toy guns and rifles is the patented 'Supermatic' System ammunition that looks different, loads differently, and fires differently. Some guns even eject the exploded caps.

So, why buck the System. Let your imagination go and realize that th s

Multi-Million Dollar Market which has made millions of kids happy over the years will give you all the ammunition you need to produce the profits you expect.

Made in Italy for
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Go Fly a Kite gets the feeling it's soaring

EAST HADDAM, CT. — Go Fly a Kite has added a cloth line and group of air toys, as well as expanded its plastic line.

The cloth line is described by a company executive as of "high quality" and "sure to be a huge success. We have over 30 ladies sewing these kites right here in Connecticut," said Lucille Stokes, operations manager.

The cloth line, according to Ms. Stokes is "made of the finest silks, nylons, and satins." The kites are called Sky Gypsies. "To the limited mail-order catalog houses and major department stores we have presented them to, they've met with very positive receptions."

The two new kites in the plastic line are a two-string stunter kite and a clown kite, known as a sled kite.

Ms. Stokes said she was "very excited about" the full line of air toys.



Sky Gypsies

(Circle No. 718 on Reader Inquiry Card)

Greenleaf presenting dollhouse and store

COOPERSTOWN, N.Y. — Greenleaf's new collection of dollhouses is being spotlighted by the Monroe Dollhouse and the Taft General Store.

The dollhouse has both sides open for decorating, so that the house and furnishings can be displayed without turning the house around.



Taft General Store

This pre-cut plywood house has up to five large rooms, with two movable partitions, staircase, and two roof panels opening into the attic. Setup size is 25 $\frac{1}{2}$ -inches wide by 24 $\frac{1}{2}$ -inches deep by 24-inches high.

The store interior includes wall shelving, counters, and a U.S. Mail office with boxes. Set-up size is 30-inches wide by 22-inches deep by 20 $\frac{1}{2}$ -inches high.

(Circle No. 716 on Reader Inquiry Card)

Paris is happy about its Glad-a-Boggan



Glad-A-Boggan

SOUTH PARIS, ME. — Three items from Paris are meant for fun in the snow.

Glad-A-Boggan holds two youngsters and is made of lightweight polyethylene. A new contoured streamlined shape permits greater speed. It comes in orange, with four blue handle grips.

Champion Fastback Sled is called America's best-selling sled by Paris. Its racing design appeals to kids, and parents like the sturdy design, which includes improved steering control, wide Northern hardwood decks, and fully turned-up steel

runner heels.

There doesn't have to be a foot of snow on the ground for the Convertible Baby Sled. All Mom or Dad has to do is lower the wheels by the foot lever when coming to bare ground, and the sled has a handle that permits pushing or pulling baby along.

(Circle No. 717 on Reader Inquiry Card)

MPH says Watch is strategy game to watch

SOUTH BEND, IND. — MPH Games Co., the Making People Happy people, have come up with Watch, a game for thinking people not destined for a long trip.

It's for people who want intellectual fun. According to MPH, the game is quicker and wittier than tic-tac-toe, yet can require as much thought as chess and a six-year-old can learn it in minutes, but never master it.

Watch is for ages six and up and is a two-player game. The game has a self-contained playing board of 25 squares with 25 colored tiles.

Each player has a special tile which he places upon any tile on the

board. The players take turns moving their tiles until one player becomes trapped.

(Circle No. 715 on Reader Inquiry Card)



Watch

ERTL adds Action.



Added action means added play value for kids, added sales for toy dealers. That's why ERTL's new Action Collections are sure to please.

The Richard Petty Race Set has added action in a motorized replica of Petty's championship race car that speeds down the straightaway of any backyard track—and zooms up the ramp of its own customized trailer when the race is won.

A movable Richard Petty figure and a complete set of pit stop accessories make the set even more like the real McCoy—and even more sure to sell.

The Bronco Bustin' Rodeo Set includes a

rearing horse, bucking Brahma bull, and a walking clown in a barrel, along with a rodeo cowboy, so kids can stage lots of exciting rodeo competitions. The modern "bunk-house" and trailer with Chevy Titan truck keep the fun going when the rodeo is over.

Increase your sales action with the ERTL Action Collections. Call your supplier or the ERTL Company today.

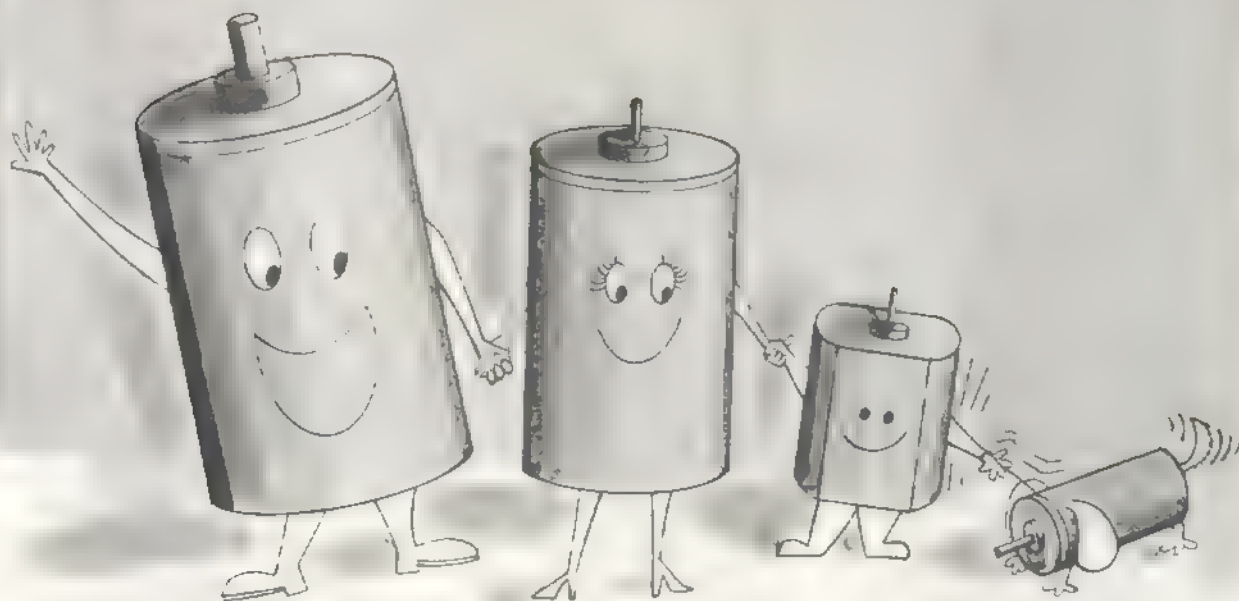
The ERTL Toy. Copy of The Real McCoy.

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TOYS AND MODEL KITS

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Life begins with a Mabuchi DC motor.

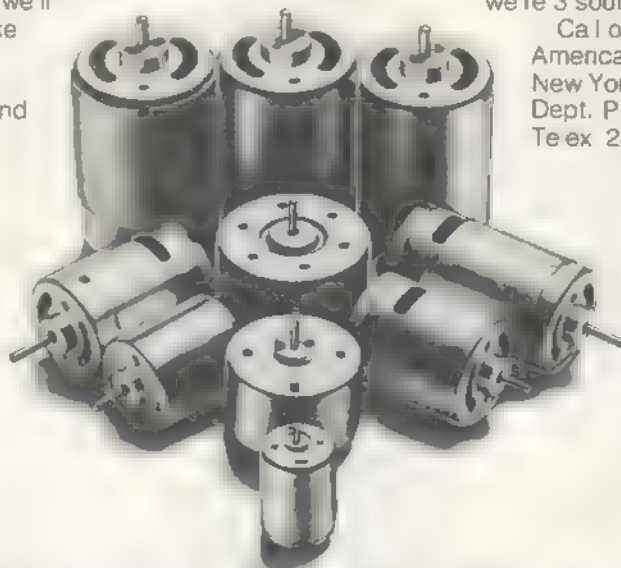
Use Mabuchi motors to get action, excitement and added play-value. They're able to take the kind of abuse kids can hand out.

Engineers and designers, send for a catalog, select the standard model that meets your specs. Or send us your specs, and we'll pick it for you. Since we make over 50 standard models — Economy, Low Noise, Heavy Duty, High-Torque, and

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Because Mabuchi motors are made by 5,000 skilled workers in nine factories in three countries, we're 3 sources in one.

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MABUCHI MOTOR

The biggest name in small DC motors

(Circle No. 129 on Reader Inquiry Card)

What could be bigger than Fun-PetsTM?



Why, Super Fun-Pets.TM

Fun-Pets were a big hit last year. Now, with your encouragement, Fun Farm[®] is adding the same toys and stuffed animals in a bigger size — Super Fun-Pets.

Same fun, just bigger—16½ inches. Same high quality and safety standards. Same competitive prices. Same success? Maybe even bigger.

Fun-Pets and Super Fun-Pets are from Fun Farm, a division of one of America's finest manufacturers of stuffed animals. For a color catalog of the complete Fun Farm line, write Fun Farm, P.O. Box 7969, San Francisco, California 94120. Telephone (415) 952-1777.

© 1979 Fun Farm, San Francisco, California

(Circle No. 59 on Reader Inquiry Card)



FUN FARM

Top Secret, TSR's role-playing espionage game, is very sneaky

LAKE GENEVA, WIS. — Top Secret is TSR's new role-playing game, set in the contemporary world of espionage. Players can assume the roles of their own characters, which may rival the great agents of TV and the movies.

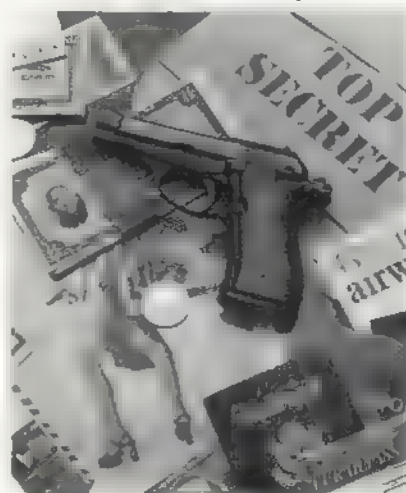
Players have their characters undertake investigating, smuggling, protecting defectors, and rescuing kidnapped dignitaries, for example.

Science fiction was never so crazy as in TSR's The Awful Green Things

From Outer Space. Set on the spaceship Znutar, a crew of wacky space explorers finds their vessel infested with alien creatures attempting to eat them and take over the ship.

In response, the crew members grab anything to stop them, even cans of Zgwortz, a space food of questionable origin.

(Circle No. 726 on Reader Inquiry Card)



Top Secret

Fli-Back bouncing with a bevy of balls



Hi-Bounce Pinky Sponge Ball

HIGH POINT, N.C. — Sports equipment, drums, tops, and play irons are on tap at Fli-Back.

Among the balls are Hi-Bounce Pinky Sponge Ball, sponge rubber "Major League" Baseball, Official Practice Baseball, Corker Baseball, Decorated and Tampo Printed

Sponge Rubber Balls in Poly Bags, and Meteor Ball

Also there are Hi-Bounce Fli-Brite Sponge Ball, Sponge Rubber Ball, and Sport Bank Assortment.

The Fli-Back Extender Wire Rack Deal contains 5 dozen 2½-inch "Major League" sponge baseballs packed in a wire basket, which attaches to pegboard or playball floor display racks.

In the sports equipment area, there are Whirl-King Flying Saucer and Racketball.

The Beginner's Drum has metal playing heads and the set contains a pair of 6-inch wooden drumsticks.

Chuggy Choo Choo Spinning Top is made of metal and Play Iron has a Sunnie Miss design.

(Circle No. 725 on Reader Inquiry Card)

Interfun enters industry with five items

NEW YORK — Interfun, the toy division of Crown Recreation, introduces its first line at the 1980 Toy Fair. Crown Recreation is the sporting goods subsidiary of Ideal Toy Corporation.

"Interfun toys are low-ticket items that originate with foreign toy companies," Herbart R. Sand, Crown president, explained.

In order to insure lowest U.S. prices, manufacturing will be "either overseas or in the U.S., wherever the cost is less," he added.

The line includes Sci-Fantasy Task Force Adventure Series action transfer sets that permit children to

create battle scenes in a sci-fi world

Fuzzy Felt, press-on sets of shapes used to create scenes on a fuzzy board, feature family pets, cartoon characters, jungle creatures, etc.

Feather Felt Art offers four exotic birds created by applying felt pieces on appropriate numbers to form a portrait.

Rebound Rally cars are battery-powered cars with bumpers that send them lurching when they hit something.

Woolie Dolls are 2½-inches high and dressed in fuzzy winter outfits.

(Circle No. 723 on Reader Inquiry Card)

Empire of Carolina zooming in C.H.i.P.s

NEW YORK — Empire is offering a series of C.H.i.P.s ride-on toys, with ride-on motorcycles and two C.H.i.P.s versions of Empire's Hot Cycle. The C.H.i.P.s Super Hot Cycle will be supported with Empire's biggest TV plan in its history.

The Powder Puff category is being enlarged with Sweetheart Playset, Vanity, and Crib.

A new line is Family Action Games. Three items will be sold, each with substantial television advertising. They are Mr. Silly Face, Pushin' Peanuts, and Mr. Button.



C.H.i.P.s Motocross

(Circle No. 724 on Reader Inquiry Card)

2001 GALAXY SERIES

game for one or two players

with synchronized pulsating light for added realism

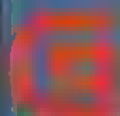
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2003



GALAXY ELECTRONICS CORP.

Circle No. 170 on Reader Inquiry Card

RADIO CONTROL TOY FERRARI RACING SET

4 Functions: Forward/Reverse/Left Turn/Right Turn/Stop

FCC Approved

27,000 MHZ & 40,000 MHZ Channels are Available

Deluxe Gift Box Packaging

Low Power Consumption

Only 2/3 Price of Similar Cars

Small Dimensions: 1/24 scale of FERRARI automobiles
as well as economical operation



PRO-1501B

PRO-1501A



Frontal Speed Control
Steering Front Driving System

THE HONGKONG LTD.
7/5, Taipei, Taiwan, R.O.C.

This special advertising page was prepared by Trace Winds Inc.

Circle No. 169 on Reader Inquiry Card

Tyco promotes Eagle with TV, refund

MOORESTOWN, N.J. — Tyco's Golden Eagle will be introduced in 1980 with a massive TV campaign and a \$5 refund offer.

The all-new Golden Eagle, with its gold locomotive and caboose, features an operating crane that loads pipe into a freight car, a pipe truck and a crossing signal with flashing lights and ringing bells, plus Nite-Glow.

TV support will consist of prime-time network spots on such shows as Thanksgiving football, plus saturation

spots in 34 markets. The commercial dramatizes the gleaming gold of the train and its other features, with a background of rhythmic contemporary music.

In addition to television, Tyco's \$5 refund offer will support the Golden Eagle.

Both network and spot TV will call attention to the refund offer with special commercials running two weeks prior to the print ads. Also, retailers will have the opportunity of tying into the offer with their own refund deals under Tyco's co-op ad plan.

WHY DON POST PRODUCTS?



We developed the first latex masks over 40 years ago.

We have over 60 different characters retailing from \$3.99 to \$1,000.00.

We are the choice of Film Makers to reproduce film creations from Star Wars™ and Star Trek™ the motion picture.

At a party, or disco, sporting event, or haunted house, Don Post Masks fit right in. Our products appear on college campuses year round, and at untold social events; from fraternity parties to gala premieres. **SO JOIN US IN MAKING 1980 "THE YEAR OF MASQUERADE"** and contact one of our Authorized Distributors:

CAL-THEMES — 16107 Pluma Avenue, Cerritos, CA 90701 — 213/860-4461

MIDWEST NOVELTIES — 136 S. Ludlow #214, Dayton, OH 45402 — 513/223-3444

PHILIP MORRIS ENT. — 3108 Monroe Rd., Charlotte, NC 28205 — 704/332-3304

REEVES INTERNATIONAL — 1107 Broadway #1210, New York NY 10010 — 212/929-5412

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TM Designates a trademark of Paramount Pictures Corp. All Rights Reserved.

(Circle No. 106 on Reader Inquiry Card)

Play-Doh bears fruit, Kenner introduces items



Fruit in the garden all year round with Kenner's Play-Doh.

CINCINNATTI — With the aid of four half-molds, a garden playmat and a rolling pin, children can now make fruit and vegetables with Kenner's Play-Doh. The set includes four molds, two 2-ounce cans of Play-Doh, a six by nine inch playmat and a rolling pin.

Also, Kenner has released switcheroos, a series of wall plates for light switches. Each of the switcheroos is the mask of a Star Wars personality that covers an existing wall plate. The switcheroos are available in C-3PO, Darth Vader and R2D2.

Maxi-Cord assorted hues available in 4 lengths



HOLLYWOOD, FLA. — Maxi-Cord has nine exclusively designed shades for its cord line of 1980. Shades include almond, mint, baby blue, baby pink, chocolate chip, aqua, peach, tangerine, and lemonade. All are available in four lengths including: 6 mm in 72 yards and 100 yards; and 8mm in 50 yards and 100 yards.



love is...
**A
HORSMAN
DOLL**



*Making little girls
happy is what
Horsman's all about.*

...and quality, durability, dependability,
and profitability make Horsman
... know and love us.
Since 1865

Horsman Dolls Inc.

33 Fifth Ave. New York, N.Y. 10011
Suite 1440



Charles Zadeh is enlivening line with softies and dinosaur kits

NEW YORK — Charles Zadeh is showing a collection of soft figures and dinosaur fossil kits.

Among the softies are Maria Monte clip-on belles, dressed in calico. These novelties have a softly tinkling bell. There are six styles.

Huggable soft plush monkeys with Velcro-clasp paws are available in three sizes.

A new plush teddy bear is hand-crafted and available on a limited distribution basis. The bear comes in solid white, soft brown, or brown and white.

Sporty raccoon clip-ons are set to meet the competition. There's a downhill racer ready to ski the slopes, a skater, an ice hockey player, and a football quarterback.

The dinosaur fossil kits feature

such rare species as Spinosaurus and Demetrodon. Each kit comes with push-out sanded plywood pieces for easy assembly.

(Circle No. 689 on Reader Inquiry Card)

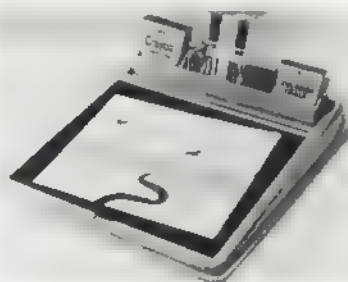


Plush monkeys



Maria Monte clip-on belles

Binney & Smith is finding life colorful with family look



Crayola Drawing Desk

EASTON, PA. — In a move to create a complete family look of Crayola products within the Activities Division, Binney & Smith has redesigned and renamed its entire line of art sets, crafts, and activity kits.

Also, the firm has introduced the Crayola Drawing Desk. Made of plastic, the desk is designed as an art materials organizer that includes a pack of No. 24 Crayola crayons,

crayon sharpener, three Crayola markers, an eraser, and Crayola chalk.

Silly Putty reaches its 30-year milestone with new graphics, package, displays, and programs.

In the Edu-Games line, there are various improvements — either new packaging or new assortments.

(Circle No. 688 on Reader Inquiry Card)

Twinn-K's new fantasy is Fortress Ellendar

INDIANAPOLIS, IND. — Twinn-K, which entered the role-playing game market last fall, has now brought out Fortress Ellendar by Jeffrey C. Dillow.

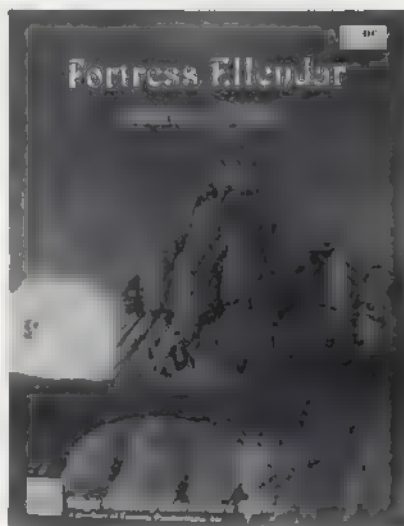
There's a story line, maps, and judges notes in the game. All of Dillow's games are based on Greek, Roman, and Egyptian mythology.

Twinn-K says the games are fun, educational, and authentic.

Monthly releases of new games are planned. Future games include High Fantasy series titles of The Dehysic Canyon, Terra Ash, and Moorguard.

Fortress Ellendar ►

(Circle No. 686 on Reader Inquiry Card)



Priscilla's Painting Set brightening F. Weber

PHILADELPHIA — F. Weber Company has announced the first in its series of Priscilla products.

Priscilla's Tole and Decorative Painting Set contains 12 tubes of newly formulated Permalba oil colors.

The colors are Alizarin Crimson, Burnt Sienna, Burnt Umber, Ivory Black, Original Permalba White, Prussian Blue, Sap Green, and Yellow Ochre.

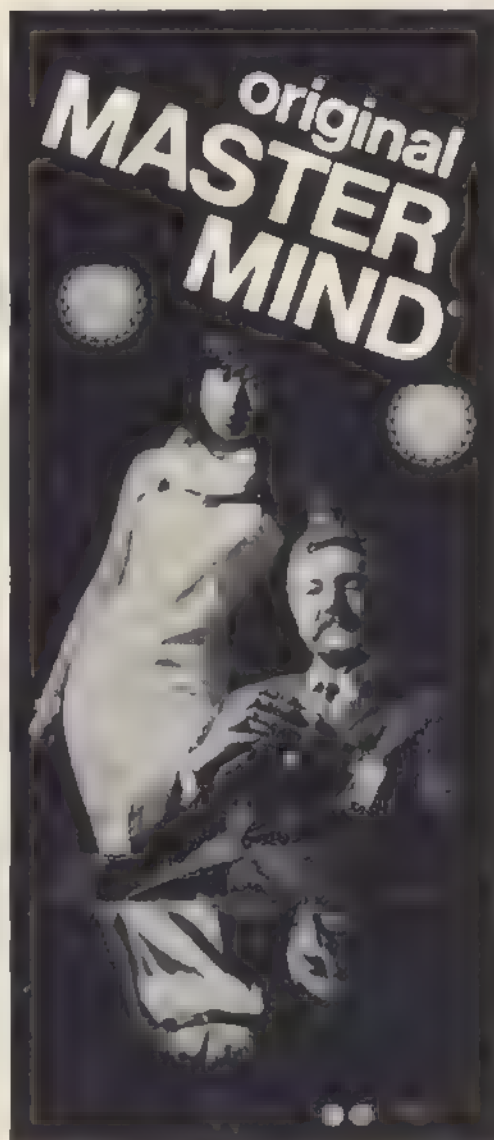
Also the following Cadmiums — Orange, Red Light, Red Medium, and Yellow Medium.

(Circle No. 687 on Reader Inquiry Card)

NOW! INVICTA IS MASTERMINDING GREAT NEW GAMES FOR YOU.

New creative concepts from the makers of a proven winner, Mastermind. Exciting new *electronic*, *family action* and *strategy* games to make Invicta an even bigger resource for you and your customer. And we're backing them up with the most wide-ranging TV campaign ever.

Come to the unveiling at Toy Fair,
Suite #940, 200 Fifth Avenue.



Invicta's newest winners. To be announced February 11.

 **Invicta**

Invicta Plastics (USA) Ltd. 200 Fifth Avenue Suite 940 New York, New York 10010

Mastermind® is a registered trademark of Invicta Plastics (USA) Ltd.

(Circle No. 120 on Reader Inquiry Card)

The dollhouse with a bright future



Scale: 1" = 1 Ft. Height: 25" Width: 32" Depth: 12 1/2"

No. 0000

Yes, Jester Toys has come up with an affordable 10 Room Completely Electrified Dollhouse that can virtually compete with the most expensive ones available.

Easily and quickly assembled, this dollhouse includes a transformer and is prewired for light hook-up with multiple

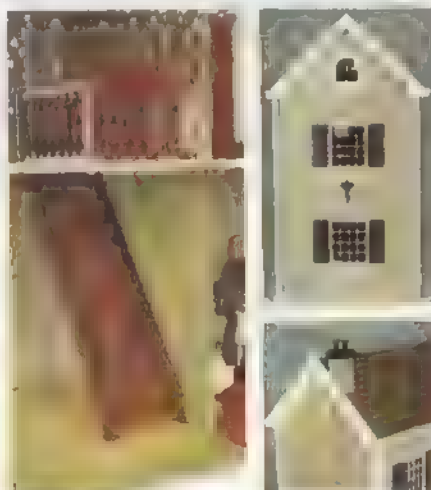


outlets. Each room is attractively decorated in Contemporary, Victorian, and Classic designs—all floors have a simulated wood grain finish and wallpaper is hung perfectly.

But we've added more—

Our roof opens to expose another 4 rooms and we've added an authentic

detailed staircase and banister, a Victorian styled peaked attic window, and a simulated brick chimney.



The Jester Completely Electrified Dollhouse is attractively packaged and coordinated with room settings.



Add big profits by putting yourself in the Jester Dollhouse—and your future will be brighter.

Jester
TOYS INTERNATIONAL, LTD.

5 Lucon Drive • Deer Park, New York 11729
(516) 586-4110

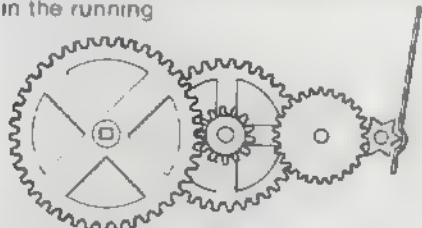
N.Y. Showroom
1107 Broadway • New York, N.Y. 10010
(212) 675-5671



WE DESIGN THE PIECES TO FIT YOUR PUZZLE.

Standard models can't always solve a design problem. That's why major toy companies depend on Aladdin's problem-solving toy motors more than any other toy motors in the world. Even toy manufacturers in the Orient rely on our expertise and experience. They have confidence in Aladdin's quality workmanship, reasonable prices and guaranteed delivery.

For the conventional or unconventional toy motor design, come see us. Aladdin Toy Motors will put you in the running.



ALADDIN TOY MOTORS INC.
180 Commerce Drive, Smithtown, New York 11787
(516) 273-0200

(Circle No. 36 on Reader Inquiry Card)

CALENDAR

February

- 2-8, Nuremberg, West Germany**
International Toy Fair, Langwasser, West Germany
- 9-15, Paris**
Paris Toy Fair, Solon International du Jouet, Paris
- 12, New York**
Toy Wholesaler's Association of America Breakfast for members and supporting manufacturers, 200 Fifth Avenue Club
- 16-19 New York**
Variety Merchandise Show, N.Y. Coliseum
- 16-22, Valencia, Spain**
Valencia Toy Fair, Llano del real 2 — Apartado 476, Valencia
- 17-19, New York City**
International Toy, Miniature, Cycle, and Decor Show; New York Coliseum, Columbus Circle at 59th Street
- 17-20, New York City**
American Toy Fair; Toy Center, 200 Fifth Avenue; New York Merchandising Mart, 41 Madison Avenue; Sheraton Center, Seventh Avenue and 52nd Street; 2 Penn Plaza; other locations

March

- 2-5, Brighton, England**
Brighton Toy Fair; Brighton Centre
- 14-16, Chicago**
National Plastercraft Association Convention and Trade Show; Hyatt Regency O'Hare
- 9-12, Sydney, Australia**
International Toy and Sporting Goods Trade Fair
- 16-19, Chicago**
Midwest Toy and Hobby Show; Expocenter
- 22-27, Pasadena, California**
Western States Toy and Hobby Show; Convention Center
- 23-27, Dallas, Texas**
Dallas Toy Show; Dallas Market Center
- 26-30, Atlanta**
Atlanta Toy Fair; Merchandise Mart, Atlanta
- 28-30, Phoenix**
Arizona Hobby and Craft Show; Phoenix Civic Plaza

April

- 12-15, Atlanta**
Southeastern Variety Merchandise Show; Georgia World Congress Center
- 14-16, Sarasota, Fla.**
TMA Physical Distribution Seminar; Sarasota Hyatt House

May

- 5-8, New York City**
Premium Incentive Show; New York Coliseum, Columbus Circle

Kamar conquers all price points.

**There is big news in
the Kamar line in a
lot of little ways.**

There is a rumor around that Kamar costs a lot. The truth is Kamar simply *looks* like it costs a lot.

But look again!

In the new Kamar line (more than 350 strong) you will see a lot of big news in a lot of little ways. As you would expect. Top of the Line Animals such as Jumbo Ferdinand. You see him, shown here, as he'll appear in *The New Yorker* next spring. Accompanied by Roswell, more modestly sized and priced. In the Kamar line you will see big rabbits and top dogs and formidably sized foxes.

And you will *also* see cuddly little rabbits, small dogs and, of course, the little foxes: descendants of Casanova. All are carefully and beautifully handmade with the lifelike faces that move off your shelves *first*.

Now, when you see a big and beautiful Kamar plush animal and then you see a knock-off, all you have to say is knock-it-off. Then call Kamar.

You'll get the big, beautiful Kamar plush animal everybody knows and loves. You'll see the small size, big volume price points that everybody loves to push.

KAMAR

PUT YOUR BEST FACE FORWARD.

Kamar, 23639 Hawthorne Blvd.,
Torrance, CA 90505 (213) 378-5216

© 1990, Kamar International, Inc.

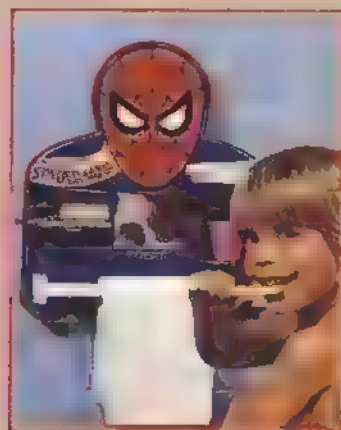


New from Kusan. Good clean fun.

Because Kusan just made washing and grooming a lot more fun for kids ages 4 to 8.

For boys, there's the Amazing Spider-Man™ Bath Center, a hero turned into a super grime fighter. For girls, there's the

Barbie Bath Center, a classic doll that now watches as they wash.



The Amazing Spider-Man™ Bath Center
No. 66

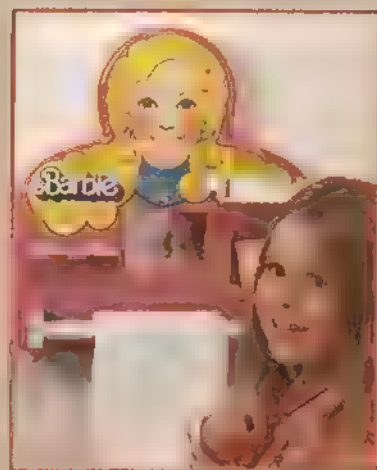
Both bath centers feature towel rack, mirror, cup holder and a place for brush and comb. Spider-Man™ and Barbie characters are used

by permission of their creators. Each vanity easily attaches to the bathroom wall or door. Accessories are not included. The Spider-Man™ and Barbie Bath

Centers from Kusan. Good clean fun for kids. And a tidy profit for anyone in the business of selling toys.



Barbie Bath Center
No. 166



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Spider-Man™ and the distinctive likeness thereof is a trademark of the Marvel Comics Group and is used with permission.

BARBIE™ is a trademark owned by and used under license from Mattel, Inc. ©1980. All rights reserved.

The Amazing Spider-Man™ and Barbie Bath Centers. From Kusan.

KUSAN MFG. CO.

A division of Kusan, Inc.

New York Showroom: Suite 460, 200 5th Avenue Building, New York, N.Y. 10010
Executive Offices: 3206 Belmont Blvd., Nashville, TN. 37212

KUSAN IS PUTTING THE SONIC FAZER ON NATIONAL TELEVISION TO TRIGGER ASTRONOMICAL SALES IN 1980.



Sonic Fazer
No. 63

As successful as our Sonic Fazer was in 1979, it was only the beginning. This year, we'll be telling the Fazer's story to millions of kids on television. And we'll be doing it in the top forty ADI's.

And what a story it is.

As you can see, the Fazer's looks are hard to resist. With a simple slide setting, kids can produce five amazing sounds by squeezing the trigger: Anti-gravity, Ion-transport, Radiate Mass, Invert and Amplify. It's the most sophisticated use of the computer chip yet. And on a nine-volt alkaline battery (not included) is all the Fazer needs.

What's more, we've put the Fazer in a package that practically leaps off the shelf. And a demonstration display that received both the Display Award and the Chain Store Age Grand Award for sales aids.



The Sonic Fazer from Kusan. We're putting it on national television to trigger some astronomical sales in 1980.



Ages 4 years and up

THE SONIC FAZER FROM KUSAN.

Kusan just made it easier for little homemakers to have the place of their dreams.

First and foremost, we made Kusan's new Doll House very comparable houses.

Then we made it very easy to assemble. In fact, unlike most doll houses, Kusan's new Doll House is so easy to assemble that Heck, even an adult can do it.

But there's a lot more to our Doll

stand over 25 inches tall. We even scaled our Doll House to accommodate most of today's

move in

This year, a lot of little

home. Kusan's new Doll House is just the place.

turnish it with imagination.



The Doll House from Kusan



Busy, busy, busy!



Busy expanding our facilities! We're enlarging our warehouse and packaging capacities to rush you more product in 1980.

Busy moving up production schedules! We're working day and night to get our product to you sooner.

Busy gearing up for the 80's! We'll have more salesmen and greater

specialization to give you even better service.

Busy giving you lots more advertising! 25% more than '79 and double the advertising of '78.

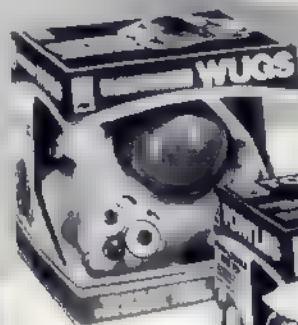
We'll keep you busy! With more sales and profits than ever before. Come to the Toy Fair and see us at work! Suite #756, Toy Center.



© 1980 LEGO Systems Inc. LEGO® FABULAND™ DUPLO™ LEGOLAND® Interlego A.G.

Circle No. 33 on Reader Inquiry Card

INTRODUCING THE NEW WORLD OF LARAMI



LARAMI CORPORATION

Subsidiary of Tasty Baking Company

340 North 12th Street, Philadelphia, Pa. 19107 (215) WA3-4000
N.Y. (212) 699-7570



PEOPLE

Larami reorganizes staff; Phillips named president

Larami, in a complete reorganization of management, elected John H. Phillips president and chief executive officer. He joined Larami on Dec. 31. His former position was as financial vice-president of Central Valley Co. of Philadelphia.

Also, Joseph Rosen was elected vice-president of national sales. He had served as national sales manager.

Albert Skalisky continues as chief financial officer and controller while Lou Ziff will continue as manager of Larami's Scott Packaging division. Irv R. Szeller, former president, and William E. Skapof, former production vice-president, are no longer associated with Larami.

Announcements were made by Tasty Baking Co. of Philadelphia, parent company of Larami.

Ted Kahn Co. announced that the new lineup of Magic Rocks representatives includes Mazo & Miller in the Southeast and Edward Nelson of Los Angeles for overseas sales.

W.J. Cowee of Berlin, N.Y., has appointed Robert A. Goodfellow as vice-president marketing and sales. Previously, Goodfellow has worked with Eaton Corp., Talley Industries, and U.S. Fiber and Plastics Corp. In another move by Cowee, Dwight Larimer has been appointed director of sales for the company.

Tarco has appointed Lee Long vice-president of sales and marketing. Before joining Tarco, he served for five years as vice-president of sales with Turco Manufacturing. He also was associated with Cardinal Home Products.

Life-Like named Eugene Hilton vice-president of sales and marketing for its Lifoam leisure division. He will assume responsibility for sales and marketing function for the line of swim products.

Dudwick Shindler Assoc. has appointed Raymond DeBernardis sales manager. He has been with the firm for eight years. Also, David Shindler will assist in sales in New York and New Jersey.

Thomas W. Oliver has retired as vice-president of sales for apparel, toys, and footwear for Ala-Vel Industries. He has been associated with the firm for a long period, and since Nov., 1978 has been vice-president of sales. Peter DellaValle, president, will personally assume Oliver's functions until a successor is appointed.

General Mills named Donald F. Swanson senior executive vice-president of restaurant and consumer non-foods operations including crafts, games, and toys. Operations in the division accounted for 45% of the company's \$3.7 billion sales total.

Richard Olson has been named chairman of the board, and Canton O'Donnell president of Outdoor Sports Industries, a member of the Brown Group. Outdoor Sports merged into Brown Group last July.

F & F Merchandising Corp. has appointed Allan Rigberg senior vice-president, merchandising, and he will be responsible for the firm's purchasing. Rigberg formerly was divisional merchandise manager for Lionel Leisure.

Easter Unlimited/Fun World has appointed Ralph Langer and Ron Becker to represent all lines in the Illinois and Wisconsin area. Becker-Langer Assoc. is headquartered in Morton Grove, Ill.



Dog World®

Educational Collector's Miniatures

NEW!

Come see us at the
American Toy Fair, Booth 463.
Sheraton Centre

"Man's best friend" has been authentically reproduced in a series of lifelike miniatures with the introduction of "Dog World"™ from Diener Industries. The assortment consists of eight popular breeds: Collie, French Poodle, Scottish Terrier, Cocker Spaniel, German Shepherd, Afghan, Boxer and St. Bernard. Dog World™ is the ideal item for educational incentives and rewards, collector's miniatures, novelty pencil erasers, and toys. Available in attractive

counter display units, blister pack rack cards, and Teacher Instructional Motivator class packs. Manufactured in the U.S.A. of a soft, safe, flexible, nontoxic material in assorted bright colors.

FOR MORE INFORMATION ON THE COMPLETE LINE OF DIENER MERCHANDISE, PLEASE WRITE US FOR OUR FREE DEALER CATALOG.

DIENER INDUSTRIES, Inc. P.O. Box 748, CHATSWORTH, CALIFORNIA 91311

Success story from Selchow & Righter!

SCRABBLE[®] BRAND SENSOR[™]

Electronic Word Game

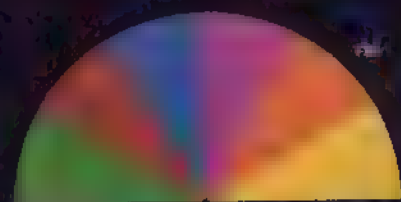
As soon as Sensor[™] came out last summer, it quickly caught on. And the games kept selling as fast as we could make them, right through the holidays. Why should 1980 be any different? Sensor[™] is sure to stay on top now that the word is spreading so fast. Don't miss out—order early!

Heavy
advertising support—
including television!

Battery-operated—
play it anywhere!

Battery not included.

From the company that
brings you other big winners—
SCRABBLE[®] brand
word games.



SELCHOW & RIGHTER

Another name
for fun and games.

© 1979 Selchow & Righter, Inc.



New for 1980!
See it at
Toy Fair.

SCRABBLE[®]
LEXOR[™]
Computer Word Game

Tiger roars into '80s with computer games

MUNDELEIN, ILL. — Tiger Electronic Toys has announced the addition of four computer games to its line, as well as other new items in its musical toy and youth phonograph lines.

Deluxe Football, with Instant Replay, is a computer game for one or two players and features Playmaker one-button control.

The fingertip control allows the player to direct game action with one fast maneuver.

Playmaker Game is three games in one: Hockey, Soccer, and Basketball. Electronic sounds add to the excitement: game clock ticking, scoring, turnover, end of period, etc. There's even an electronic half-time show.

Ditto is a pocket-sized version of Copy Cat sound/color repeat game. It fits into pocket, purse, or briefcase. Players choose to follow flashing lights and sounds or make the computer follow their moves.

Rounding out the new line is a series of three 2 in 1 computer games for children 4 years old and up: Football & Sea Chase, Safari & Darts, Space Invader & Gone Fishin'.

Each game comes with two interchangeable playing field cards. These are designed to be "first" electronic games for children.

Sea Chase allows child to play submarine captain and sink enemy ships. Football brings gridiron action to child.

Safari invites child to capture wild animals and Darts challenges kid to hit bull's-eye.

Little astronauts will take to Space Invader and tiny anglers will land the big ones in Gone Fishin'.

New in children's electronic toy line is Hippo Lot-O-Fun, a computer crib, playpen, and toddler's toy offering a variety of things to do.

Toy has telephone dial, traffic signals, "nose" that triggers a "razzberries" sound when pushed, etc.

Musical Choo Choo plays six favorite children's tunes as it rolls across the floor.

Owly Musical Numbers game is a learning toy and Make-N-Go Sound

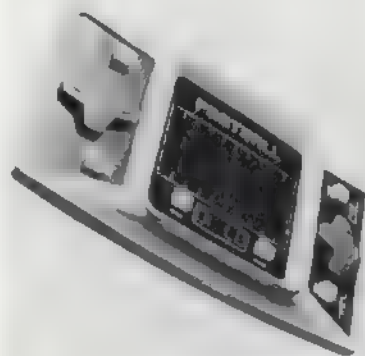


Hippo Lot-O-Fun

Command Construction Toy features pieces that fit together to form all sorts of vehicles and other things.

The Incredible Hulk, The Amazing Spider-Man, and Mickey and Minnie Mouse are stars of Tiger's children's phonographs.

Also, there are the first two



Deluxe Football

models of Tiger's new Party Time series: Alice in Wonderland and decorate it yourself phonos.

(Circle No. 778 on Reader Inquiry Card)

Selchow and Richter lifting veil on Lexor

BAYSHORE, N.Y. — Selchow & Richter has announced that a new electronic game, Scrabble Brand Lexor Computer Word Game, will be shipped at midyear.

A working mode of the game will be available for "hands-on" demonstration during Toy Fair.

Lexor can be played solitaire or with two or more players, in three distinct modes of play.

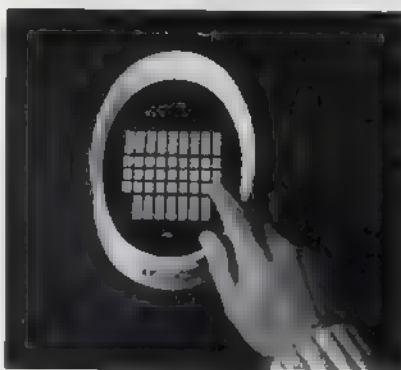
In the "flash" mode, players have their choice of one, two, or three minutes, timed electronically, to form as many words as possible from seven randomly selected letters.

In the "solitaire" mode, Lexor selects seven random letters from the Scrabble distribution. In 14 turns, the player sets out to achieve the highest possible score.

An additional mode involves four players in a Scrabble game timing their moves and keeping score individually and collectively in Lexor's memory.

The firm will devote \$3 million in 1980 to promoting its line of Scrabble Brand electronic and board games and its general line of games and puzzles, including Parcheesi.

Much of the increase over last year's budget for co-op, national, and spot advertising will support Sensor Electronic Word Game, in-



Lexor

troduced last spring, and Lexor.

A print ad campaign will support TV advertising of the electronic games as well as the company's general line and Scrabble products.

Up to 20 key media markets will be selected for publicity exposure through appearances by company spokespeople, regional Scrabble tournaments leading up to a national tournament, and special marketing emphasis on Parcheesi.

(Circle No. 777 on Reader Inquiry Card)

SC 2001
Tyrre 34 S x Wheelier
(Non motorized)



**You
expect
this kind of
car from
MRC/Tamiya. Not
this kind of price.**

These two new racing kits from MRC/TAMIYA are from our newest series and are the lowest-priced car kits we've ever offered.

Have we sacrificed quality to price? Not on your gear shift. These little beauties have all the detail, precision modelling and authenticity that MRC/Tamiya is justifiably famous for. We haven't lowered our standards, just our prices.

Best of all, these two are just the beginning of a complete line of car kits, motorized and non-motorized, that we're offering at truly competitive prices.

Look into our new cars (as well as our new tanks, planes and just about everything else). You'll find them all backed by heavy consumer advertising, eye-popping box appeal, and the kind of craftsmanship that turns buyers into steady customers.

Model Rectifier Corporation
Edison, New Jersey 08817

MRC 


TAMIYA



SS 240,
Martin Porsche
935 Turbo (Motorized)

(Circle 16 on Reader Service Card)

80 new moneymakers from Mattel

The best new Barbie Line. Glamorous new Fashion Dolls like Starr. Electrifying new Electronic Games for kids. Hot new Hot Wheels Service Center. Expanded new Preschool Toys for Today's Kids.

All products are of exacting re-

search, innovative thinking, aggressive marketing, and many with computer technology. Don't miss the broadest, deepest, best line Mattel's ever offered the toy industry. This is how the leader in the 70's moves ahead in the 80's. Don't get left behind.

NEW FOR 1980

Dolls

1. New BEAUTY SECRETS BARBIE
2. New BEAUTY SECRETS CHRISTIE
3. New Hispanic BARBIE
4. New Black BARBIE
5. New BEAUTY, BARBIE Doll's Dog
6. New SPORT & SHAVE KEN
7. New Roller Skating BARBIE
8. New Roller Skating KEN
9. New Remote Control BARBIE SuperVette
10. BARBIE Beginner's Fashions
11. New BARBIE & KEN Wedding Party Fashions
12. New STARR
13. New SHAUN, a High School Friend of STARR
14. New KELLY, a High School Friend of STARR
15. New TRACY, a High School Friend of STARR
16. New SCOTT, a Friend of SKIPPY
17. New SWEET TREATS Ice Cream Bars
18. Four New I NOTE LOVE NOTES
19. New BARE BOTTOM BEANS Dolls
20. New MORK AND MINDY 4-Wheel Drive Vehicle
21. New MORK Finger Drinker
22. New BABY CRIES FOR YOU
23. New LOVE 'N TOUCH Baby Doll
- Preschool**
24. New TUFF STUFF Wagon

25. New TUFF STUFF Dump Truck
26. New TUFF STUFF Wrecker
27. New TUFF STUFF Ship Leader
28. New TUFF STUFF Fire Truck
29. New TUFF STUFF Wonder Blocks
30. Ral Winner
31. New SEE 'N SAY Talking Learning System
32. New TWENTY RIM CHATTER CHUMS
33. New FIRST WHEELS Big Dig Construction Site
34. New FIRST WHEELS Fire Engine
35. New FIRST WHEELS Dump Truck
36. New FIRST WHEELS Fire Chief
37. New NOODLERS Markers
38. New SUESSY CHIRUS
39. New HUG 'N TALK BRAVELY Lion
40. New HUG 'N TALK BABY BA BA Lamb
- Out Door Recreation**
41. New Little SPIN-OUT 360
42. New Roger Staubach All-Pro Passer
43. New Steve Garvey POP-UP PITCHER
- Male Action**
44. New Flash Gordon Figures
45. New Flash Gordon Space Ship
46. New Flash Gordon Laser Gun
47. New Ming Laser Gun

48. New Rodan Monster
49. New Krusher
- Novellias**
50. New BLIZZLES
51. New BALLOON BLASTER
52. New GREG-GORY
53. New Glow in the Dark SUCKERMAN

Off-Track/Radio Control

54. New DRIVE COMMAND MEMORY MACHINE
55. New DRIVE COMMAND Jeep Renegade
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57. DRIVE COMMAND Porsche
58. New DRIVE COMMAND Datsun 280 ZX
59. New DRIVE COMMAND Mustang
60. New Programmable POWER SHIFTERS Car

Hot Wheels

61. Eighteen New Vehicles
62. New WIPE-OUT Race Set
63. New Service Center
64. New SCORCHERS Photo Finish Race Set
65. New SCORCHERS Spin-Out Set

Activity Toys

66. New CHOCOLAT CANDY MAKER
67. New MASTER CASTER
68. KNIT MAGIC

Play 'N Learning Electronics

69. New THE ELECTRONIC CONNECTION

Electronic Games

70. New FUNTRONICS RED LIGHT/GREEN LIGHT

71. New FUNTRONICS JACKS
72. New RoadRunner Game

Mattel Electronics

73. New Basketball 2
74. New Soccer 2
75. New BRAIN BAFFLER
76. New HORSE RACE ANALYZER
77. New CATASTROPHE
78. New COMPUTER GIN
79. New HOROSCOPE COMPUTER

One More Moneymaker From Mattel

80. You guess the most successful new product within the 1980 toy product line—the product that exceeds current forecast to the greatest percentage—excluding Mattel Electronics—and you win a thousand pieces of the product you picked. See your Mattel Salesman for details. Good luck. If anyone can pick a winner you can!



Movin' ahead in the 80's

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Circle No. 107 on Reader Inquiry Card

Licensed items spearhead new line from Miner

NEW YORK — Miner Industries is spearheading its new line of spring and summer goods with two licensed items. Included in the new lineup of toys are the Mickey Mouse Shoulder Ride Swing and the Donald Duck Ring-a-ding Gym Rings. The Mickey Mouse swing is made of weather-resistant plastic and allows children to swing on Mickey's shoulders. The Donald Duck rings resemble gymnasium rings and are designed to provide exercise as well as play-value.

'Making money with crafts' theme of Countryside book

BARRINGTON, ILL. — Countryside Books has published "Creative Cash: How to Sell Your Crafts, Needlework, Designs, and Know-How" by Barbara Brabec. The book discusses the opportunities of earning cash by designing your own handicrafts.

Included in the 216-page book are ten ways to sell crafts plus 14 ways to profit financially. Avenues discussed are creating and selling original designs or kits, teaching and lecturing, and becoming a self-publisher. Forty-five success stories are documented.

Other topics cover the practicalities of pricing and packaging your own crafts or needlework, advertising and how to get free publicity, finding and arranging supply sources and sales outlets, and handling legal and financial aspects of crafts.

A 13-page index and resource chapter of some 200 information courses are also featured. The softcover is expected to retail for \$8.95.

Penney opens store in new Michigan mall

BENTON HARBOR, MICH. — J.C. Penney Co. has opened a store in the new Orchards Mall complex here. It has 106,900 square feet and employs 200 people. An old Penney store in downtown Benton Harbor, which had only 33 employees, has been closed.

Kenneth M. Hysell, formerly manager of the Penney store in Wausau, Wis., has been named store manager. Dennis Thomas will be in charge of toys and sporting goods and will report to William Wilkinson, general merchandise manager.

Berry Pink introduces Superhero marbles

PADEN CITY, W. VA. — Berry Pink, makers of Marble King marbles, has introduced a new line of blister cards and poly bags featuring Marvel Superheroes, Spiderman, and the Hulk.

The polythene bags are re-usable and come with red drawstrings for storage. Each bag contains an assortment of cat's eye, rainbow, marine purie, and marbles in assorted colors.

The blister packed cards contain blue or green opaque, or clear marbles with four red opaques, and a mesh with closure to make a carrying bag.

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Spiderman Marbles

(Circle No. 109 on Reader Inquiry Card) ▶

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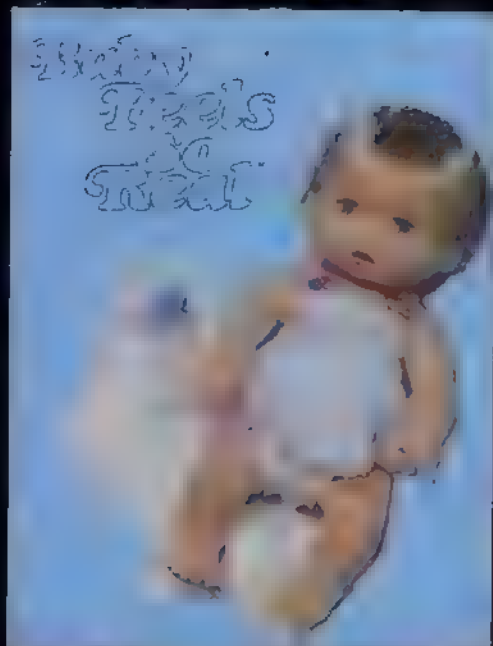
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(See No. 9 on Price Money Card)



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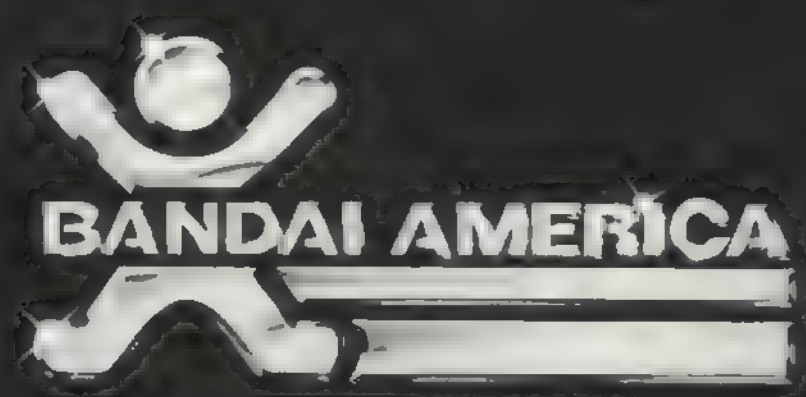
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Circle No. 128 on Reader Inquiry Card



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The name is familiar like our electronics and toys—now we put our brand on the fun. Last year we offered a few of our 1980 items on a limited basis. The trade reaction was excellent—consumer response was exceptional—and over-the-counter sales were beyond expectations. This year we offer the strengths of one of the world's great toy

names with Super Character™ Electronic Games, Electronics Arcade™ Games, kids' Hand-held Electronics, Wind 'em Ups™, and more. You're positioned to sell—we're positioned to deliver electronics and toys of high quality and creative flair. Bandai-America is your brand for the eighties—and we develop and deliver that moves.

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(Circle No. 127 on Reader Inquiry Card)

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Circle No. 135 on Reader Inquiry Card

Nylint races out cars, wreckers, pickups, and motorsport sets

ROCKFORD, ILL. — Nylint has seven releases for Toy Fair: Race Car Hauler Set, Husky Wrecker, Cadet Sports Car Special, Cadet Motorsport Set, Cadet Bush Buster Pickup, Cadet Trail Bike Wizzard, and Nylint Race Team Set.

Race Car Hauler has tough steel "Louisville"-type cab and transports the popular racing Camaro Z-28 short track stocker. Set comes with crewman and driver; jack, refueling can and extinguisher; and pylons to help control crowds.

No job too large or too small is the slogan of the Husky Wrecker. Heavy-duty boom lifts/lowers. Six deep-grooved tires keep it stable. It has contemporary side markings, hemmed edges, and a nontoxic finish.

Cadet Sports Car Special includes a Turbo Capris sports car towed to the track behind a 4 x 4 Bronco. Bronco has roll bar with simulated driving lights and rear cargo area. Other features are white-lettered tires and bright wheel covers.

Three racing concepts in one set — Moto-cross, off-road, and G.T. racing — combine in Cadet Motorsport Set.

There's a die-cast dirt bike with removable rider, pylons, and pit barricade. Bike can be hauled from race to race on permanent bike mount in rear of 4 x 4 off-road, racing Bronco. Lotus G.T. racer is towed by a new Cadet Pickup.

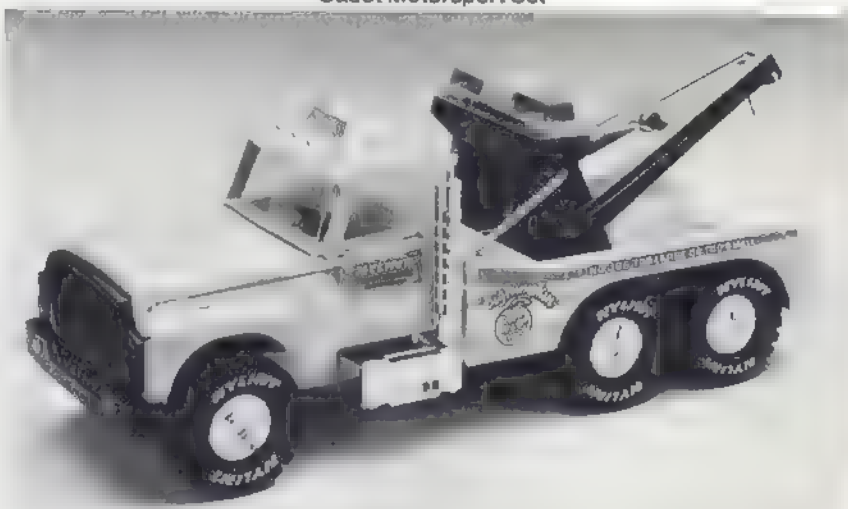
Cadet Bush Buster Pickup is a 4 x 4 featuring a heavy-duty roll bar and oversized, white-lettered, off-road tires.

A Cadet 4 x 4 pickup is featured in the Cadet Trail Bike Wizzard. The cross-country minibike is hauled in rear bed on a permanent mount.

Two detailed Grand Prix racers on a bunk bed trailer are towed by a Bronco, which has a removable rear roof, in the Nylint Race Team Set. The trailer lowers and tilts for easy run-off and on. The Cadet Club Cab pickup tailors a replica of a Trail Bike that sits on a positive stand.



Cadet Motorsport Set

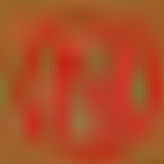


Husky Wrecker



Race Car Hauler Set

(Circle No. 776 on Reader Inquiry Card)



NICHOLS-KUSAN

Nichols-Kusan, Inc.

From our roots as the Toy Industry's finest manufacturer of roll cap guns, we at Nichols-Kusan are entering the 80's with our most exciting new product line ever.

First, we used our roll cap experience to come up with a beautiful new Navy Colt replica pistol which fires 8 shot ring caps.

Next, we created a hot new Buck Rogers Laser Rifle with electronic sounds and computer-action scope and a Buck Rogers Pistol and holster set to go with the Rifle.

Then, we came up with a great idea in the Voice Commander Rifle which electronically amplifies the child's own action sounds.

For spring we've got the action packed Disco Shooter not to mention our complete line of Barton's Water Squirters.

All this and we've still got the finest roll cap guns in the industry. So we decided to give everything new, contemporary, family look packaging.

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Skil-craft is breaking ground for its Nob Hill and Federal Dollhouses

RACINE, WIS. — Two dollhouses — the Nob Hill and the Federal — are among the featured selections from Skil-craft.

There also is a Deluxe Furniture Set.

The Nob Hill Dollhouse in the San Francisco tradition has many architectural features not often found in dollhouse kits.

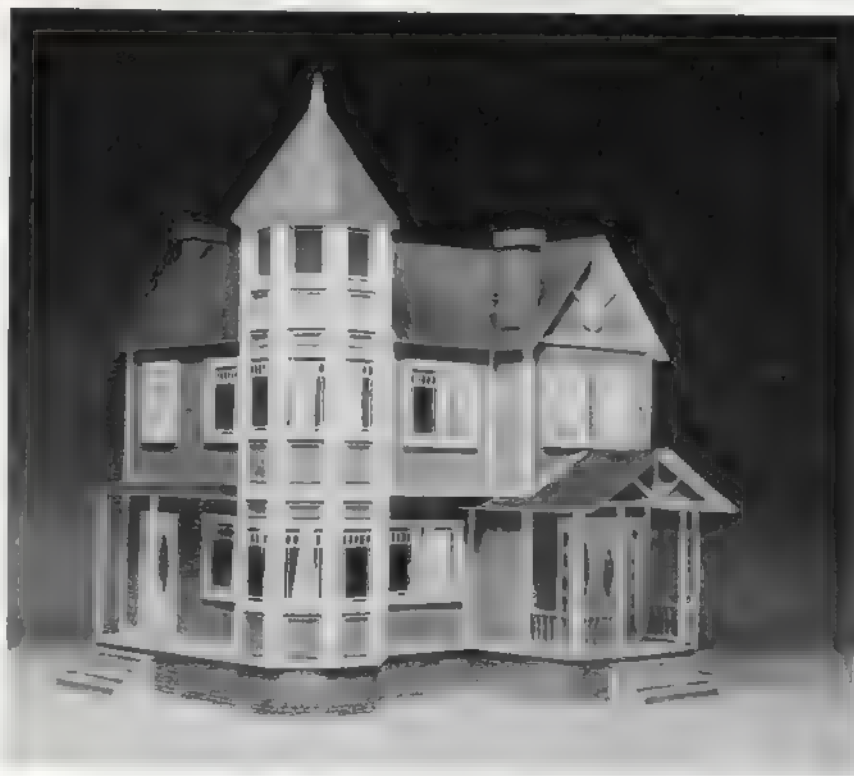
The three-story turret, complete with octagonal roof, can be entered on all three levels. The double front doors with oval windows open from a gabled porch with stucco-like trim that is repeated on the third-floor gable with a round window.

All windows are printed vinyl with a leaded glass effect. Wall partitions can be arranged according to builder's desire in the 10-room house.

The Federal Dollhouse kit includes precut, notched mahogany plywood and precut roofing material that is put on in strips like real shingles.

Over-all facade is of a plastic, brick-like material. Scaled one inch to one foot, the dollhouse is 28 inches high, 37 inches long, and 14½ inches wide.

It has a hip roof with three functional dormers giving light to the third floor. Two side wings have balconies with wood railings. Inside, the eight rooms are larger than



Nob Hill Dollhouse

average — a big advantage to the decorator.

The Deluxe Furniture Set has precut mahogany plywood to make 36 pieces of furniture. Press-on transfers add traditional detail. Furniture scale is one inch to one foot.

Projects that can be made are napkin holder, letter holder, trivets, bookends, medallion, signs, key chain, and the child's own designs.

(Circle No. 773 on Reader Inquiry Card)

Soft toys getting all of Amtoy's love

NEW YORK — Softness and sweetness are the watchwords at Amtoy.

Puddin' is a rag doll all dressed up in flowers and lace. Puddin' comes 16- and 10-inch sizes.

The new line includes a ruffy pajama pillow with a six-inch Puddin' tucked into a pocket in the front and a pouch in back for pjs.

There also is a Puddin' Tooth Fairy Pillow and Puddin' in a Tote Bag.

A Soft Play Cottage is padded and portable. The playhouse is full of things to stir a child's imagination — tiny overstuffed chair, padded trunk, bed with headboard and ruffles, tiny rag doll, and a fat cat. Has a looped

handle for carrying and packs flat for storage.

Soft Dog House n' Pup is brightly decorated, complete with fire hydrant and handle for carrying. The plush puppy can play in or out of his house.

Baby 'n Cradle has a handle so that the softly padded doll can go everywhere. The doll has tiny blonde yarn curls peeping out of its lacy cap and has a gingham and lace wrapper.

Slipper Pals live in a soft slipper and are nighttime buddies or daytime playmates. There's Miss Mousie, Dandie Dog, and Choc'late Bear.

Tisket n' Basket is a doll in a basket.



Soft Play Cottage

(Circle No. 772 on Reader Inquiry Card)

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Fisher-Price is shooting for sales with electronic Alpha Probe

EAST AURORA, N.Y. — Fisher-Price Toys enters the electronic toy age with two new toys, Baby Soft Sounds and Alpha Probe.

Baby Soft Sounds responds with giggles and coos when she's hugged and cries when she's left alone.

Alpha Probe is a spaceship with a three-button control panel of lights and sounds, plus two figures and a second smaller spaceship.

F-P says the toys run equally well on batteries or simply on a child's imagination.

In the crib and playpen line for infants, there will be Security Bunnies, Bath Activity Center, and Crib & Playpen Puzzle Assortment.

For the preschoolers, F-P has Play Lunch Box, Roly Raccoon, Push-Along Clown, The Teddy Bears' Picnic Tote-A-Tune Music Box Radio, Fisher-Price Marching Band, and Riding Wagon.

Preschool Playsets have been expanded with the addition of four items — Play Family Car and Camper, Play Family Fire Station, The Woodseys' Airport, and Woodseys' Store.

Favorite Colors, a five-piece puzzle scene, has been added to the puzzles category.

Joining the Muppet toys are bean bags of the superstars.

Four to nine year olds enjoy adventure people and seven action figures have been added to the Action Figure Assortment.

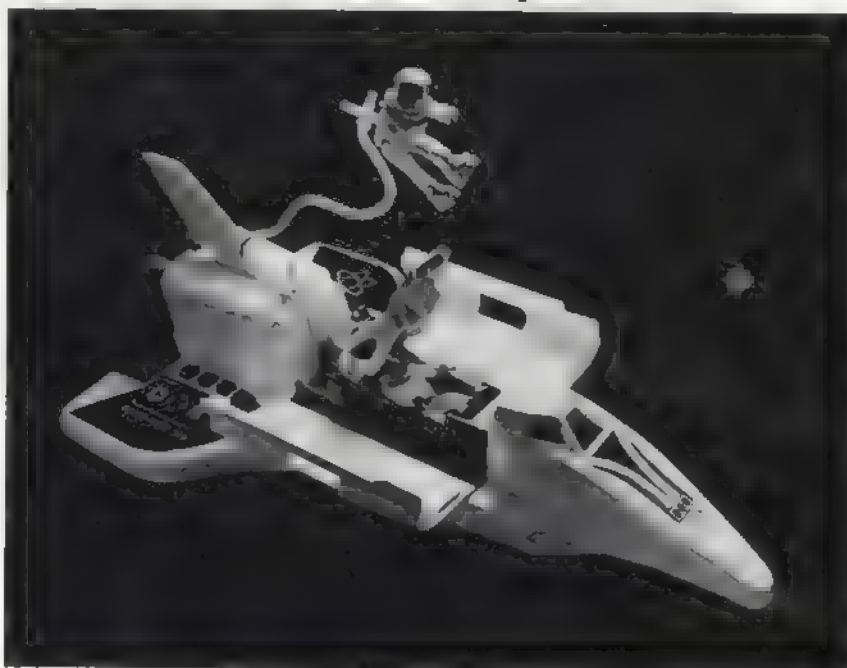
The name of the Adventure People mini-playsets is being changed to Action Packs and two products — Firestar I and Deep Sea Diver — are being introduced.

Four trucks are being wheeled out — Little Trucks Assortment, Highway Dump Truck, Dozer Loader, and Rodeo Rig.

In addition to Baby Soft Sounds, there are Bundle-Up Baby, My Friend Dolls' New Outfits, and two Doll House Furniture Sets.

In the audio-visual area, kids will find The Black Hole Movie Viewer and Cartridge, Talk-To-Me Books, Noah's Ark, and 'Twas the Night Before Christmas.

(Circle No. 735 on Reader Inquiry Card)



Alpha Probe

Activity sets grow at Avalon Industries

BROOKLYN — Avalon Industries has gradually been moving away from the traditional craft kits so that now, while the line still includes a number of successful craft items, the firm is primarily a creator of children's activities.

The 1980 selection continues the expansion into that area.

Star Trek Space Design Center is an activity for all Trekkies. There's a molded plastic project work desk with compartments for storing such materials as paints, crayons, and paper.

A workbook has assignments, which include designing space garb for the crew of the Enterprise. And there are standup figures of the crew.

Avalon Industries also has Star Trek Game Cloth, a Color 'N Recolor Game Cloth.

Sesame Street TV Showcase is a large molded plastic piece which resembles a TV set. On the screen is one section of a six-foot roll of paper containing outlined drawings from Sesame Street.

When the child finishes coloring he can turn the knobs on the TV and move to the next picture.

Showcase also is available in a

Spider-Man/Hulk version.

This year there are four new Color 'N Recolor Books: Snoopy, Popeye, and Raggedy Ann and Andy.

In the Color 'N Recolor Mugs, Snoopy appears.

Utilizing various popular licenses Avalon Industries has created porcelain-like statuettes. The finished Figure Painting Kits are fun to play with and display. This year's new licenses are Popeye and Buck Rogers.

In the Latch Hook kit area, there are 12-inch-by-12-inch designs with four new items: Toy Train, Ice Cream Soda, Turtle, and Giraffe.

Paddington Bear products have been increased with the addition of a Giant Floor Puzzle and a Deluxe Color 'N Recolor Playcloth.

For 1980, the firm has added the Muppet Movie Poster Art, with posters and felt-tipped markers.

Double Deluxe Knitting Bee, Needlecraft Chest, and Candle Making kits are some of the other products.

(Circle No. 734 on Reader Inquiry Card)

The Pot BelliesTM

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a new arrival!



...who just got born. The lovable,uggable Pot Belly BunnyTM is just in time for Easter too. The Pot Belly BunnyTM is made with the same quality material and attention to detail as all the other Pot Belly Pals, and is available in 3 sizes (9", 11", 16"). So you can have even more to hug and squeeze from Easter Designs.

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The go-anywhere Special!

Name your terrain and this beauty eats it up! It's Big Thunder—Pro-Cision's off-road special—15 inches of radio-controlled dynamite!

Big Thunder will climb a hill like a mountain goat, take off over smooth surfaces like a jack-rabbit and ride the rough like it's on rails!

That's because Pro-Cision's Big Thunder has features never before found in a radio-controlled vehicle. Its powerful motor drives a unique transmission with three gears. You shift to the gear you want. Low for hill climbing. Medium for rough going and High for smooth surfaces.

But that's for openers! Big Thunder also has an exclusive suspension system—the most advanced to date—plus four big fat semi-pneumatic tires. This combination works together like you wouldn't believe to smooth out even the roughest terrain!

This baby is pure fun to drive. And its dual stick transmitter gives you exacting control of both speed and steering in forward or reverse.

Get full information on the Pro-Cision radio-controlled line—the most complete line in the industry. You'll see why Pro-Cision is the leader.



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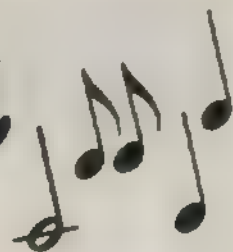
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Ambroid introduces line of P-O-P display racks

TAUNTON, MASS. — Ambroid Company has released four table-top point-of-purchase displays for glues and cements that are targeted at the hobby and crafts market.

The Ambroid displays feature header cards, which provide product use information to simplify customer self-service. Each table-top unit contains an assortment of six different glues and cements (one dozen each) to solve a wide range of sticky problems.

T & M Enterprises offers Triad, Hang Gliding games

CHATTANOOGA — T & M Enterprises has expanded to its game line with Triad and the Official American Cup Hang Gliding Game.

The company, which has been in business for two years, started with Chattanooga, the Civil War game, a historically accurate game that comes with a game board, condition cards, 26 counters, and a history booklet.

Triad is a game of strategy and skill for two players. It evolved from the Egyptians 3,000 years ago and each game is different.

The hang gliding game is based on the popular sport and is fast-moving. No previous knowledge of the sport is required and two, three, or four players can participate.

In 1980, the firm will be expanding its line to include two new games and a "flying wing." One of the games is for preschoolers and teachers color, shape, and number association.

Sea World selects 3 areas for new licensing program

SAN DIEGO — Three general product areas have been targeted by Sea World for initial development under the corporation's new licensing program. Top priorities will be plush toys, board games, and photo art.

The Shamu character, which represents Sea World's performing killer whale star, will be the nucleus of the licensing program. Wally Walrus and Pete the Penguin are among the other Sea World characters slated for licensing.

Licensed games in the selection will stress the educational value as well as play value.

Photo art lines will include color photographs printed on heavy paper stock and suitable for framing.

Sea World, a subsidiary of Harcourt Brace Jovanovich, operates marine parks in California, Florida, and Ohio.

Knickerbocker releases Watership Down rabbits

NEW YORK — As part of its Watership Down line of plush rabbits, Knickerbocker has uncaged Hazel, the leader of the rabbits from the movie based on the novel by Richard Adams. Hazel measures 14 inches and is hand embroidered.



Knickerbocker's Hazel from Watership Down



No doubt about it! Your customers are pre-sold on the original Red Wagon. America's longtime favorite. Famous for built-in safety and top quality. Exclusive ball joint (pictured) protects small fingers. Other features include sturdy heavy-gauge steel body and improved Easy-Turn steering assembly and semi-pneumatic rubber tires. The original Red Wagon delivers the same high value as all of Radio's fast-selling Wagons and Scooters. What's more, with Radio's computerized shipping you'll have the product when and where you want it.

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20 DIFFERENT TITLES KEEP
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These days, almost any space toy you put out on the shelf is bound to take off. And the new View-Master® Show Beam™ Projector is no exception. But once a kid takes Show Beam home that's not the last you'll be seeing of him. Because Show Beam capitalizes on the fact that a kid's imagination needs constant feeding.

What's a Show Beam? It's a futuristic looking push-button projector that lets a kid flash Batman® on a wall, The Hulk® on the fridge, Bugs Bunny® on the cat or Spiderman® on himself.

There are twenty-seven different slides in each snap-in cartridge, twenty cartridges in all. Including educational and game cartridges. Add to that endless software introductions on a year-round basis and you begin to see what makes a Show Beam buyer a regular customer.

There are other things about Show Beam that make it light years ahead of the competition. It has the View-Master name behind it, a name famous for high margin, staple products for over forty years. It's made to the same high quality optical standards as the rest of the View-Master line. And in our initial research studies, Show Beam received the same kind of enthusiastic response as our Double-Vue™ Movie Viewer, which turned out to be our biggest success story this year.

So why sell a space toy that's a one shot sale when you can sell one like Show Beam, that guarantees re-entry.

VIEW-MASTER
Show Beam™ Projector

(Circle No. 98 on Reader Inquiry Card)

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Circle 86 on Reader Service Card

Children aged 1 to 14 can start their building with Lego's sets

ENFIELD, CONN. — There will be a number of introductions in Lego's products, in the following categories: Duplo, Universal Building Sets, Fabuland, Legoland Town Assortment, Lego Expert Builder, and Homemaker Sets.

In the Duplo Product Line for ages 1 to 5, there are three new items.

Duplo Pull Toys allow toddlers to build their own pull toys that roll or rock. They even rattle when children 1 to 3 shake them.

Rattle 'n Roll is a pull toy that features three building blocks, a wheeled platform with a built-in rattle and a little friend to enjoy the ride.

Rock 'n Rattle Pull Toy has a Duplo playmate and eight interlocking pieces.

Lego Universal Building Sets, for ages 7 to 12, allow a higher degree of building realism than available before. Along with a number of new elements, there are more small bricks and building components. New packaging features deeper boxes for better storage and maximum visibility on the retail shelf.

Universal Building Set No. 733 is a mid-sized set allowing construction of a working brick yard with overhead movable crane, yard master's office, and truck. A radar control tower also is possible. Has 493 interlocking pieces.

For 3 to 7 year olds are the Fabuland Sets, which include little animal figures and story booklets.

Fabuland Ice-Cream Shoppe includes a cow, as the owner; cart with umbrella; and a horse to make the deliveries.

Legoland Town Assortment, for 6 to 12 year olds, is a collection of many different Town Sets, meant to be played with together. Roadplates connect one part of town to another, to form a complete village.

The Lego Expert Builder Series, for 9 to 14 year olds, is for the experienced Lego builder.

Auto Engines allow experts to plan and construct racing engines. There are 240 interlocking pieces in the set.

For children 5 to 10, Lego Homemaker Sets offer rooms to

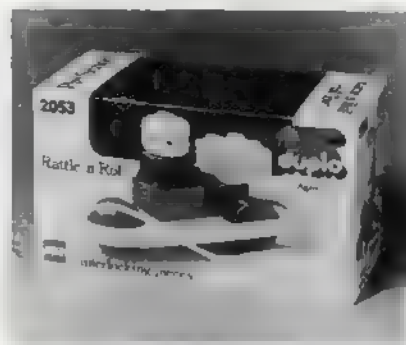


Fabuland Ice-Cream Shoppe

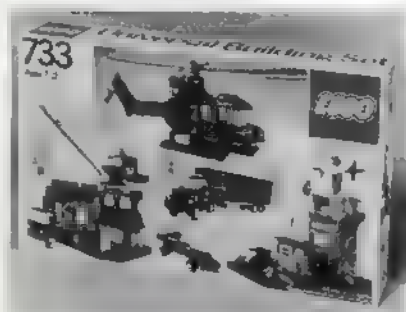
build, play with, and redo. The sets come with adults, kids, and all the accessories to make a house a home.

Bedroom No. 5233 can be added to the other homemaker sets to make a complete house. Features here are mother and baby mini-figures, crib, playpen, and miniature toys

(Circle No. 788 on Reader Inquiry Card)



Rattle n Roll



Universal Building Set 733

Toy Chest & Castle shine for Sun Products

CARROLLTON, GA. — Sun Products is extending its toy chest line with the introduction of Dream & Keep Play/Toy Chest and adding Walt Disney's Magic Kingdom Castle, a play/activity center.

The Dream & Keep Play/Toy Chest has a white, yellow, pink, and green dollhouse on top of a toy chest. Lift the dollhouse top and there's a place to store toys.

It's made of polyethylene and is 19 inches in diameter and 28 inches high. The dollhouse is built to scale

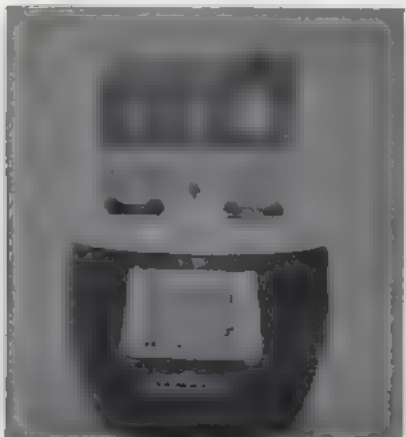


Disney's Magic Kingdom Castle

for preschool play figures and furniture. Decals illustrate windows, furniture, rugs, and other features.

Made of red, white, and blue polyethylene is the Magic Kingdom Castle, which offers safe exercise and fun indoors and out. It consists of castle base, steps, slide, and crawl-through space.

(Circle No. 787 on Reader Inquiry Card)



Dream & Keep Play/Toy Chest

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Circle No. 88 on Reader Inquiry Card



Kooky Spooks are set to scare up sales for Spearhead Marketing

MINNEAPOLIS — Kooky Spooks, from Spearhead Marketing, will be seen in a national TV advertising campaign beginning Oct. 13 and running through Halloween.

All of the Kooky Spooks inflatable costumes are one size to fit all ages. New characters and related products will be added to the line.

Among the products are Kooky Spook reflective tape for Halloween safety and Magic Mummy Make-Up Kits featuring The Skull, Mean Mummy, The Ghoul, and Happy Spook.

Spearhead also is introducing Dudley Rabbit's Shake-An-Egg Eastertime Play Kit, a new way to color eggs.

The formula contains an instant drying agent that causes the eggs to dry as they are being dyed.

The kit contains dyes and an assortment of playtime accessories, including display rack, hand puppets, egg holder toys, and placecards.

A heavy national TV and print promotion campaign will be launched.

(Circle No. 700 on Reader Inquiry Card)

SPI offers free game as an intro to hobby

NEW YORK — Simulations Publications Inc. has announced the release of Napoleon at Waterloo, a free introductory game in magazine form. The booklet is designed as an introduction to simulation gaming, which SPI calls the fastest growing hobby category in the U.S.

Bloody April is a grand tactical simulation of the Battle of Shiloh in 1862.

City-Fight presents a simulation of modern combat in the urban environment.

Great Medieval Battles Quadrigame: Four Battles from the Middle Ages gives an overview of three historical battles from the era of feudalism.

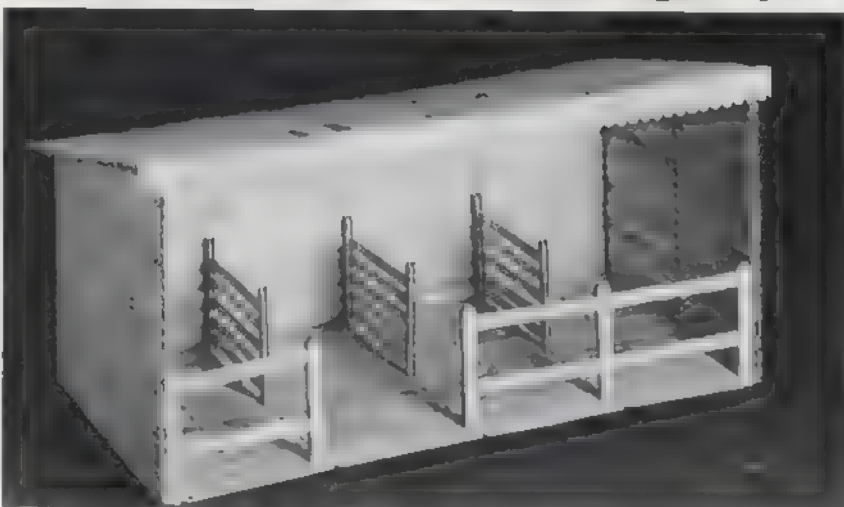
Two titles have been added to the Magic Capsules line: Deathmaze and Magic Capsules.

(Circle No. 699 on Reader Inquiry Card)



Shake-An-Egg Eastertime Play Kit

JMP Enterprises builds toward a good year



Stable

LOUISVILLE — Among the offerings at JMP Enterprises this year are a stable and a miniature triple dresser.

The stable is part of a kit consisting of four separate buildings that can be built with available pieces.

The Stic Kraft triple dresser is one of 20 different pieces of furniture, built from pre-cut, ready-to-assemble sticks.

(Circle No. 698 on Reader Inquiry Card)

IF YOU DIDN'T INCREASE YOUR DOLLHOUSE BUSINESS 250% LAST YEAR—COME TALK TO THE PEOPLE WHO DID.

There are some very good reasons why our business is booming. First of all our dollhouses represent great value. They are sturdily built of quality materials. Each model (we have a big selection) is handsomely styled. We offer a range of attractive price points.

Our products are attractively packaged to get maximum attention on the shelf.

And they are heavily promoted. Not the least of our success is our long experience. If the booming dollhouse business is passing you by, all we can say is — welcome to *our* house.

See us at HIA, Booth 714-18, Anaheim, and Toy Fair, Room 1453,
200 Fifth Avenue, New York City



Circle No. 34 on Reader Inquiry Card



LICENSING

Trends in character merchandising

'American Pop' license granted to Columbia

NEW YORK — Columbia Pictures will act as exclusive, world-wide representative for the merchandising of Ralph Bakshi's "American Pop," an all-animated film history of popular music from the early 1900s until the present. The film will be released by Columbia Pictures in summer, 1980.

Also, Columbia began marketing plans and strategies that would include "Annie" shops and retail centers tying in with the release of the Columbia feature film of "Annie" in December, 1981.

Furthermore

Buck Rogers in the 25th Century has been renewed for spring, 1980, NBC revealed. Estimates indicate that the show is seen by over six million children weekly. It is the number four rated show among all children ages 6 to 11, and the number seven rated show among teens.

Marvel Comics Group will launch a nationwide newspaper comic book supplement program for some 21 million readers of eight large newspapers. Advertisers may tie-in with local retailers in extensive merchandising programs including personal appearances of Marvel characters, or special use of point-of-purchase materials. **United Artists** has estimated that some 133 million viewers have seen Pink Panther specials and movies, and cartoons on television within the last twelve months. Also, a sixth film, "Romance of the Pink Panther," has been scheduled for release in the summer of 1980. **The Black Hole**, a \$20 million epic space adventure from Walt Disney, has come to **Random House Books for Young Readers** in the form of two new releases. Adapted by Shep Steneman, "The Black Hole Storybook" is lavishly illustrated in four-color. The 64-page book is designed for all ages. "The Black Hole" book in four-color is an easy-to-read sci-fi adventure based on the film. The 48-page book for ages 4-8, is geared for low-reading levels. . . .

Emerson Radio has licensed Popeye for its line of phonographs for youths. Negotiations were continuing at presstime for the licensing of other major properties for future product entries.

Station confirmations for **New Zoo Revue** are up 21% over this time last year. January marked the show's seventh season. The program has cleared 67 stations for the '80 season.

Tolep relinquishes 1 of 2 Viacom posts

NEW YORK — Charles Tolep will relinquish one of his two Viacom posts to devote full time to the licensing and merchandising division which he built over the past six years. He will channel his energies into Viacom's entry into the home video market.

Eric Veale, after working with Tolep in the operations dept. for eight years, has been named to the new post of director of operations. Veale joined Viacom in 1971,

GAF granted license

NEW YORK — Curious George has been licensed to GAF for the Viewmaster line, announced Herb Galewitz, the agent for the copyright owner.

The product is expected to be on the market by the summer of 1980.

The monkey, out of the best selling series published by Houghton Mifflin, is also being developed for a TV syndication series by a Canadian-based firm.

Knickerbocker Toy reported that sales of the Curious George stuffed toy are "continuing at a high clip with J.C. Penney doing extremely well with it in catalogue and in store."

Int'l licensing post taken by Marvel's Judge

NEW YORK — Marvel Comics Group has named William F. Judge to the post of marketing manager for international licensing. The appointment comes as a result of dramatic increase in international merchandise and publishing licensing activities by Marvel. International revenues for 1979 tripled those of 1978, which were more than double those of 1977.

Paddington revisited

NEW YORK — Paddington the Bear, the infamous British bear, has released two recordings through his creator and author, Michael Bond. "Paddington for Christmas" and "Paddington Turns Detective" are collections of bear stories and predicaments.

Paddington, handled through Caedmon, had returned to New York from native Britain to record for Caedmon, N.Y. licensing agent. Other Paddington recordings exclusively on Caedmon are "A Bear Called Paddington" and "Paddington and the Disappearing Trick." All are read by Michael Bond and feature music by Don Heckman. They are available on records and cassette tapes at book and record shops nationwide.

serving as assistant manager, then manager, then director of domestic sales services.

Sesame Street costumes introduced by Cooper



BROOKLYN — Appearing in the 1980 line from Ben Cooper are the Jim Henson Muppet characters. The company, which also manufactures masks, mask racks, playsuits, and Santa Claus suits, stated that the line includes Oscar the Grouch, Big Bird, the Count, and Cookie Monster as well as the other Muppet characters.

Judge, most recently a merchandising rep with Hanna-Barbera, assumes responsibility for Spider-Man, the Incredible Hulk, Captain America, Daredevil, Fantastic Four, Spider-Woman and other Marvel notables.

Poly Pal continues with ARC vanity sets

NEW YORK — Poly Pal character will continue on the packaging and products from ARC, formerly Athol-Research. Polly Pal appears on the six-piece hair care set as well as the three-piece dresser set.

Roadie available from UA

NEW YORK — United Artists has made "Roadie," a new rock 'n' roll comedy of 1980, available for merchandising tie-ins.

"Roadie," starring Meatloaf as Travis W. Redfish, a talented but reluctant roadie, and newcomer Kaki Hunter as Lola Boullibaise, a 16-year-old would-be groupie, is scheduled for release Aug., 1980. Rock stars Alice Cooper and Blondie also appear in the movie.



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(Circle No. 47 on Reader Inquiry Card)

(Circle No. 139 on Reader Inquiry Card)

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KIDDY-MATIC Appliances require no batteries. All have built-in long-lasting friction motors. No heat is required.



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3,774,338

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Chilton Company, 1000 North 10th Street, P.O. Box 1000, Milwaukee, WI 53210. Phone: (414) 224-1000. Fax: (414) 224-1001.

THE ALL SEASONS TOY LINE

Kooky Spooks™ unmasked a winner in 1979!

Unique, Inflatable Costume Kits Breathe New Life Into Halloween Business

The introduction of Kooky Spooks in '79 was an overwhelming success. This exciting, fresh concept brought the dormant Halloween costume industry back to life in a big way. Supported by a nationwide TV blitz, Kooky Spooks sold out everywhere they were properly displayed. This year, we're going to scare up even greater sales with new display packaging, new in-store displays and another massive TV

ad blitz. It won't be any trick to treat yourself to super Halloween profits with Kooky Spooks in '80!

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New Kooky Spooks
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Circle No. 82 on Reader Inquiry Card

Tomy augments toys with nine additions for kids aged three and up

CARSON, CAL. — Tomy has nine new items this year: Doctor-Do-A-Lot, Fold-a-Fire Truck & Fold-a-Copter, Kid-A-Long Kids, Run Yourself Ragged, Strolling Bowling, Funny Football, Scat Cat, Tomytronic Basketball, and Tomytronic Cosmic Combat.

Future physicians can practice having their own doctor's office with Doctor-Do-A-Lot. It's a case full for cures, with a thermometer, hypodermic needle, stethoscope, make-believe EKG blips, etc. Ages 3 to 7.

Fold-a-Fire Truck & Fold-a-Copter change right before your eyes. Fold-A-Copter looks like a van, but press the button and it is transformed into a helicopter. Fold-a-Fire Truck starts out as a regular truck. After the button is pressed, it turns into a fire truck with a little driver. Ages 3 to 7.

Kid-A-Long Kids zoom by. There's a blonde on a tricycle and a brown-haired boy on a little red wagon. Ages 3 and up.

For armchair athletes ages 5 and up there's Run Yourself Ragged. It's a game of skill, coordination, and quick thinking. There's a tilting walkway, parallel bars, and unstable table, and other obstacles and mazes.

Strolling Bowling enables people to have a bowling party without going to a bowling alley. It's a compact, portable game for the living room or backyard.

Funny Football, for two players, has a little football field upon which a player is placed. See which player can get the ball down the field to score.

Each little player in Scat Cat pats his paw down on the orange disk at the bottom of the slide and tries to bat his cat up to the top before anyone else. It's for cool cats, ages 5 and up.

Tomytronic Basketball enables players to play man against man, or player against computer. The game is for ages 7 and up.

Tomytronic Cosmic Combat pits a player against the computer. He must avoid alien rockets. Extra points may be earned by hitting roving UFOs at the top of the screen. (Circle No. 780 on Reader Inquiry Card)



Tomytronic Cosmic Combat

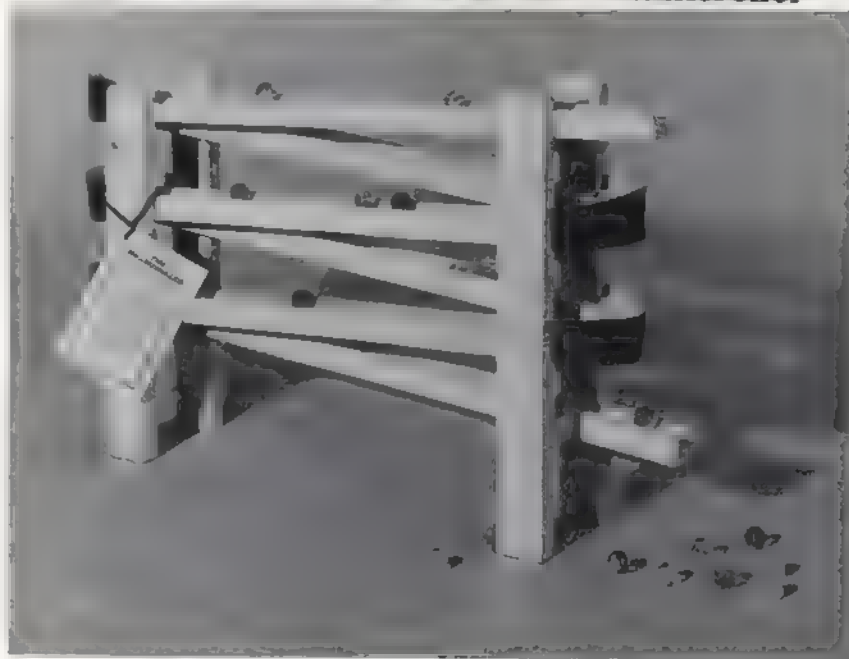


Kid-A-Long Kids



Funny Football

Walmer Dollhouses rolls out Walmeroller



Walmeroller

ALEXANDRIA, VA. — Walmer Dollhouses is presenting the Walmeroller, a toy aimed at ages 4 to 10.

It is made of solid sugar pine, with vinyl end turnaround cups. The toy is sold one per carton and is fully assembled and the marbles are included.

There is no finish except for smooth sanding. It originally was offered by Walmer in 1972, when the

company was founded, but when the firm started producing dollhouses in 1973, there was no time left for the Walmeroller.

In the past few years, the firm said there had been a growing number of requests for the toy, so it is being reintroduced this year.

(Circle No. 779 on Reader Inquiry Card)

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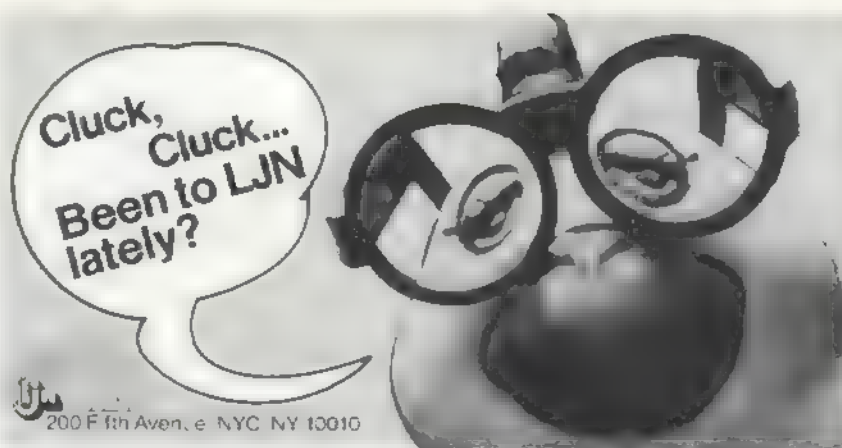
- Hand held
- Play at your own pace or race the electronic timer
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Circle No. 96 on Reader Inquiry Card

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NEWS



Castle Rock execs hail two millionth shipment

MINNEAPOLIS — Castle Rock Toys and Plastech Research mark the production of the two millionth Sno-Cat Snow-Bloc Maker as (L-R): Ron Kettwig, vp marketing and sales at Castle Rock; Dennis Frandsen, president of Plastech; and Jeffrey Koblick, vp of Castle Rock manufacturing, share in the ceremonies. Plastech Research produces the toy for Castle Rock. Under the Sno-Cat brand name, Castle Rock is one of the world's largest suppliers of snow play products for children. Over two million Sno-Cat Snow-Bloc Makers have been sold since the product was introduced in 1975. It is a snow toy for building igloos, ice houses, walls, and snow forts.

ZIZIX™ Is To Physics As XOODL Is To Noodle

Once in a while a truly creative toy comes along that is so clever, so fresh in concept, so much downright fun that even the most serious have to smile.

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Circle No. 97 on Reader Inquiry Card

Walthers untracks limited edition Pullman coach

MILWAUKEE — Walthers has released a limited run 70 truss rod Pullman coach.

The prototype for this model is car 100-A. Originally a 16 section tourist car, Pullman rebuilt it during the 1920's into a heavyweight coach with a truss-rod

underbody for sturdiness.

The kit is a limited run HO Scale Craft Train Model of 100-A. The car features pre-painted Pullman Green slides, gold silk screen lettering, a molded plastic roof, a wood floor, and diecast ends and parts.

Chilton releases 'how to' space model manual

RADNOR, PA. — This month Chilton will release The ETV Model Book: How to Make and Fly Space and Special Effects Models.

The book contains a general introduc-

tion to science fact and fantasy and offers other chapters on modeling techniques and painting tips.

Written by Robert Schleicher, the book is 176 pages and sells for \$13.95.

X-Acto releases SurGrip knives in four styles

LONG ISLAND CITY, N.Y. — X-Acto has released a SurGrip utility knife which features a contoured handle designed to fit tightly in a person's grasp.

The SurGrip comes in four different styles, all featuring the contoured handle and a special anti-slip texturing. The metal and plastic models feature adjustable cutting depths, and have large slotted screws which allow for easy blade changes. The metal and plastic retractable utility knives are more elaborate models, which feature four different cutting depths.

The SurGrip knives have suggested retail prices, ranging from \$1.49 to \$2.99.



X-Acto Plastic Retractable Knife

Jim Cavanagh leaves Tyco, joins Perlmutter

SKOKIE, ILL. — James Cavanagh has resigned his position as Midwest regional sales manager for Tyco Industries and has joined the sales firm of Perlmutter Associates Inc. No replacement at Tyco has yet been named.

Cavanagh started in the toy industry in 1953 with James R. Cavanagh & Associates, the sales firm founded by his late father. He took the position with Tyco in 1976.

Perlmutter Associates specializes in hobby goods. Its lines are Aurora, Bachmann, Chapin, Monogram, North Pacific and Pro-Cision. The company handles sales in Illinois, Wisconsin and Indiana.

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OVER 65% of U.S. TELEVISION HOUSEHOLDS!

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(Circle No. 101 on Reader Inquiry Card)

GAF INTRODUCES AN ELECTRONIC GAME THAT DOES MORE THAN BOOP AND BEEP.

INTRODUCING MELODY MADNESS. THE MUSICAL ELECTRONIC GAME.

Press a button these
days and most
electronic
games hand
you the
same line.

Boop-Beep. Thrilling.

But press a button on Melody Madness, the new electronic game made in the U.S.A. by GAF, and you'll hear it play a different tune. Like "Yankee Doodle Dandy," "The Submarine," "The Boat," That's because Melody Madness is the first electronic game that allows your customers to make fancy while racing time.

Here's how it works: Press one of the twenty-four song buttons and Melody Madness will play a tune, then give you seven seconds to

guess the song. If you press a button you press is a reater (a-da!) You get flashing lights and a

is trying to remember which tunes are where, before your time is up, out of over a million possible combinations. What's more, Melody Madness offers three different levels of difficulty. Novice, Whiz or Pro.

Press the special musical note button and Melody Madness even becomes a musical instrument complete with its own song book. All of which should be music to a retailer's ears since this is the first electronic

game that truly capitalizes on the children's market as a whole.

It's long been known that kids get a bigger network of friends when they're playing. Now, with Melody Madness, they can get a bigger network of friends when they're playing.

At home & away, Melody Madness is the perfect game for the family. It's a game that's fun for everyone. It's a game that's fun for everyone. It's a game that's fun for everyone.



Melody Madness
A View-Master Electronic Game

You can see this toy and many others in Room 1055 at Toy Fair.

4 electronic games unleashed by Coleco



Electronic Learning Machine

HARTFORD, CONN. — Electronics are making the big news at Coleco. The new products are Electronic Learning Machine, Head-To-Head Electronic Soccer, Star Trek The Electronic Game, and Head-to-Head Electronic Baseball.

The Learning Machine takes more than 300 learning activities and makes them fun. It involves the child's sense of sight, sound, and touch. The machine comes with a starter pack including a cartridge and five learning programs.

With Electronic Soccer there's plenty of action on the field, whether you play offense or defense: against the computer, or an opponent.

There are two skill levels — semi-pro and pro.

Licensed characters boost Carlin's lines

NEW YORK — Chairs, bop bags, and snow toys are generating the excitement at Carlin Playthings.

The TV Chair line has added such properties as The Amazing Spider-Man, The Incredible Hulk, Mighty Mouse, Mr. Spock, Twiki, and Raggedy Ann and Andy.

There are 10 new bop bags, each featuring a popular licensed character. Some of them are Spider-Man,

The Star Trek Game pits the orbiting U.S.S. Enterprise vs. the V'ger in a two-player electronic space game.

By firing phasers at a desirable unclaimed world, each side attempts to neutralize it, and claim it for its own. The game also can be played by one person against the computer.

Electronic Baseball lets players manage opposing teams and the players have actual batting averages.

Throughout the game, LED lights show the ball coming down the pitch path and indicate the men on base while realistic electronic sounds accompany each action.

(Circle No. 685 on Reader Inquiry Card)

Hulk, Buck Rogers, Bugs Bunny, and Mighty Mouse.

Snow Toys feature Spider-Man and Hulk and are molded in bright yellow, with the characters laminated in full color.

The Snow Toys include Sno-Disc, Sno-Sleds, Sno-Shovel, Sno-Mold, Sno-Shoes, and Slic-Sleds.

(Circle No. 682 on Reader Inquiry Card)

Rock-A-Bye-Bear plays maternal sounds



Rock-A-Bye-Bear

FORT LAUDERDALE — A teddy bear that emits a restful sound came into being after a doctor discovered that crying newborns could be lulled to sleep by the same sounds they had heard before birth.

Dr. William C. Eller placed a mini-microphone in the uterus of an expectant mother and recorded the pulsebeat and other sounds unborn babies hear.

The sounds were recorded and Rock-A-Bye-Baby reproduced the sound electronically, using micro-computer techniques.

The Rock-A-Bye-Bear itself is a soft toy made of plush, with safety-lock eyes and nose, and an off-on knob.

(Circle No. 684 on Reader Inquiry Card)

Galoob rings in year

SAN FRANCISCO — Hot Shot Pinball is one of the new entries from Lewis Galoob and it features the noise, lights, action, and play of the real game.

The deluxe miniature pinball game also has automatic scoring and resetting.

Instant Replay is a new electromechanical game featuring instant visual photographs of each play.

(Circle No. 683 on Reader Inquiry Card)

TIGER ROARS INTO THE EIGHTIES



COMPUTER GAMES, ELECTRONIC TOYS AND PHONOGRAPHS

Come see what all the roaring's about. Exciting, innovative new computer games at all price points... a whole new fun line of musical toys... and the hottest youth phono line in the industry. Tiger's got it all. And we'll be pushing the Tiger name on TV with heavy promotions this Spring and Fall. For roaring good sales and profits to purr about, catch Tiger at the show.



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See Tiger at Toy Fair • Suite 1104 • 200 5th Avenue Building • New York • February 11-23

TMA annual meeting report

Toys entering era of 'high tech, high touch'

NEW YORK — No matter how much the "electronic smothering of America" may change the toy world during the next decade, the industry will always have room for the traditional staples.

This was the prevailing attitude that emerged from a day-long series of talks and seminars presented at the 63rd annual meeting of the Toy Manufacturers of America. Theme for the program, held on Dec. 11 at the Biltmore Hotel, was "The Toy Industry — Critical Considerations for the 1980s." Speakers included leading toy designers, manufacturers, retailers, and production experts.

Setting the tone for the panel discussions that followed, keynoter John Naisbitt characterized the dawning decade as a period of "high tech and high touch." By this he means that any high tech society needs a compensatory human response, or else the technology is rejected. So even in the high tech era of today, teddy bears can coexist comfortably with electronics, according to Naisbitt, who is chairman of the Center for Policy Process.

Leo Corwin, senior toy buyer for K-Mart, coined the term, "the electronic

smothering of America" to describe this new era of technology. He sees electronics SKUs increasing from about 150 in 1979 to between 300 and 400 significant items in 1980, as the category expands from games to toys and dolls. Far from being a drain on toy volume, Corwin said, electronics have added to gross sales by broadening the age demographics, at higher price points and better profit margins.

At the same time, the K-Mart buyer looks for a resurgence of such standbys as plush, steel trucks, and preschool.

Confirming his optimism, Corwin disclosed that K-Mart plans to open between 200 and 250 new stores this year in major and minor markets.

Thanks to electronics, said toy developer Ed Goldfarb of Goldfarb/Benkoe & Associates, toy markets have expanded as never before — from infant items to senior citizen games. "All basic categories will be touched by electronics in one way or another," he said, "but non-electronics will also flourish."

Another toy designer, Jeff Breslow of Marvin Glass & Assoc., said, "We're not just in the toy business anymore, but the

entertainment business. The family has become our consumer, not just the child. Now that kids and adult toys are no longer separate and distinct, it's a real challenge to create universal playthings that appeal to the whole family, not just its segments."

The next big development may be the use of solar power in toys, according to Jim Becker, president of Anjar Inc. It uses cells which last forever and can perform any function now done by batteries and electronics, he said.

Wholesaler Leo Gray, president of the THH Corp., looks for a shift in hobby, retail consumption patterns toward electronics and a softer demand for traditional hobby products. He pinpoints supermarket and drug chains as big growth areas for wholesale service organizations.

Sidney Rubin, president of Circus World, cautioned manufacturers against the unbridled expansion of their lines. Noting that the public was confused by "too many minor TV campaigns in 1979," Rubin advised toy advertisers to "put your money into fewer products" and do away with the allocation system.



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Beverly Hills, "you'll love how it changes your life".

33 kits — largest tooling budget in Monogram's history

MORTON GROVE, ILL. — Among the 33 new kits set for introduction by Monogram are four key items — the 1/8-scale Trans Am, 1/72-scale B-36, the U.S.S. United States, and the 1/16-scale Peterbilt.

The 33 kits represent the biggest tooling budget in Monogram's history.

The Trans Am is a 24-inch version of the best-selling American personal car.

The B-36, called the Peacemaker, was the largest type of propeller-driven aircraft to serve with the U.S. Air Force. The plane was so large that walkways and workshops were built in the wings so that the engines could be serviced in flight.

Powered with six prop engines and four jets, it had a range of more than 13,000 kilometers.

The U.S.S. United States, like all Monogram kits, is molded in color. The ship is more than 29-inches long.

Monogram calls the Peterbilt "the industry's first super-scale truck kit." Nearly 20-inches long, the



B-36

truck has a turbocharged diesel, Michelin tires, and a twin sleeper compartment.

The firm also will be bringing out two 1/32-scale Snap-Tite Trailers, a Van and a Reefer. Each of the trailers will feature popular road names and will be accompanied by the introduction of a Snap-Tite Kenworth and Peterbilt Tractor unit.

(Circle No. 791 on Reader Inquiry Card)



Peterbilt truck



U.S.S. United States

Fischer America spotlights six products

FAIRFIELD, N.J. — The new year has started for Fischer America with six items from Fischertechnik and Semper Toys.

A Timber Truck and a Lufthansa Jet construction models have arrived from Fischertechnik.

Semper greets 1980 with three experimental toys — Periscope, Microscope, and Kaleidoscope for

preschool and primary grade youngsters.

For infants, Semper has a Sun Music Box, which can be attached to its Infant Crib Toy Rod.

The Timber Truck, loaded with cargo, may be taken apart and reassembled. The truck is guaranteed for two years.

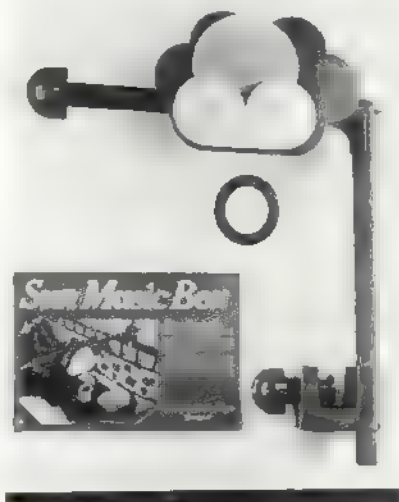
A snap-together model is the Lufthansa Jet. It is constructed of nylon.

The Periscope, Microscope, and Kaleidoscope introduce children to basic scientific concepts.

Sun Music Box plays "Spoonful of Medicine." The music starts when the nylon cord is pulled and the box has a yellow sun peering from behind a white cloud against a blue sky.

◀ Sun Music Box

(Circle No. 790 on Reader Inquiry Card)



Adica Pongo parade: paints and makeup

PLEASANTVILLE, N.Y. — Adica Pongo is bringing out a number of items, including a space series and a football series in its DAS line.

The Squish series of tempera paints has been expanded with two styles in their own carrying case.

A four-color and a seven-color assortment of Squish Children's Face Make-up, which is nontoxic, will be served up.

An outdoor item is UFO Solar Airship, which is a 10-foot long by two-foot wide black mylar space vehicle, which rises from the earth to heights as high as 30,000 feet.

(Circle No. 789 on Reader Inquiry Card)

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1980



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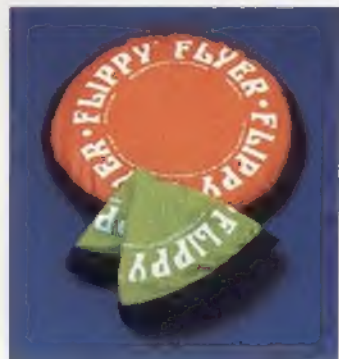
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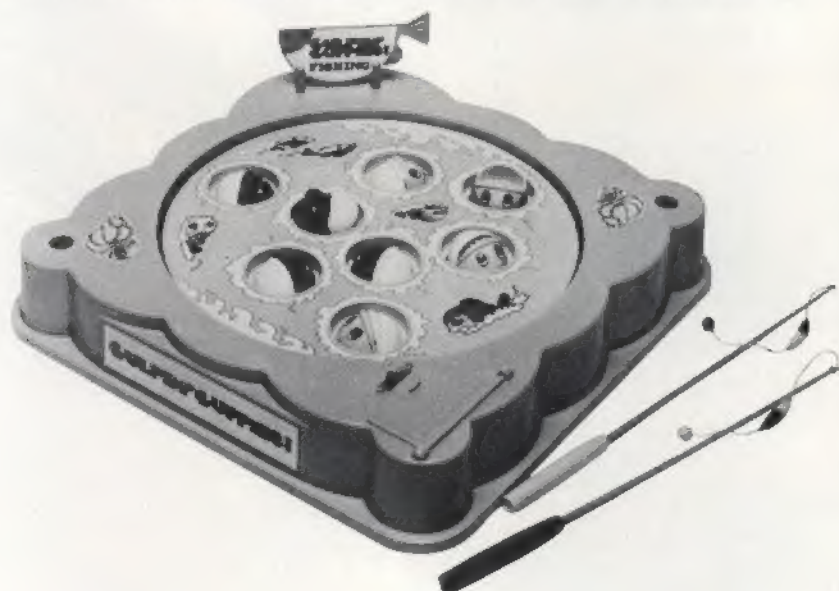
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(Circle No. 90 on Reader Inquiry Card)

Games and dinosaur kits invade Yonezawa



Gulpin' Guppies

TORRANCE, CAL. — This year Yonezawa will add four mid-size dinosaur assembly kits to its Fossil Series and introduce three juvenile and preschool games.

Gulpin' Guppies, first of two juvenile games, features a battery-rotated fishing pond. The eight guppies can be caught with fishing poles as they rise above the surface of the pond while opening and closing their mouths.

Monkey Business, also a battery-powered juvenile game, sends two monkeys down a tree trunk to fetch

colored coconuts and deposit them in one of two bins.

For preschoolers is Crown the Clown, a modern version of the popular pounding game. When the timer is pushed, clown heads pop up and down for 15 seconds. If the clowns' heads are struck with the soft rubber mallet while they are above the surface of the platform, the clowns are ejected by a spring.

(Circle No. 697 on Reader Inquiry Card)

Creative Art Activities unfurls new product using paper bags

CLEVELAND HEIGHTS, OHIO — Creative Art Activities has developed Paper Bag Dramatics, a kit combining ideas and materials for dramatic play and craft-related projects.

The kit includes special disguises, kid-safe makeup, props, and numbered tickets like the ones from movie houses.

An idea book tells how to plan and stage a production, how to make costumes, masks, props, simple scenery and more.

Other things in the line are Creative Art Bags — Wood Creative Art Bag, Puppet Creative Art Bag,

and Fabric Creative Art Bag.

There's a Landscape Kit, which enables kits to create their own world full of silvery lakes, fluffy snow, billowy clouds, etc.

The Art Apron is just the thing for boys and girls to wear when working on Creative Art Activities projects. It adjusts to fit ages five to 11 and says: "This person is naturally creative."

(Circle No. 696 on Reader Inquiry Card)

Holiday gives recipe for Bake-a-Bead Kit



Bake-a-Bead Kit

BRONX, N.Y. — Li'l Missy Beaded Doll Kits and Bake-A-Bead Kits will be among the featured attractions at Holiday Industries.

Each doll kit is individually boxed with full color picture of the doll on the front cover. The doll is assembled by pinning beads, sequins, ribbon, and other decorations onto a foam form.

Bake-a-Bead Craft is a process involving the placing of plastic beads according to a pattern onto holes in extruded polypropylene mesh.

Then the project is placed in an oven for about 10 minutes. (Circle No. 695 on Reader Inquiry Card)



The Art Apron



INDUSTRY NEWS

Abe Kent retires from Ideal Toy after 45 years

NEW YORK — Abe Kent, senior vice-president of Ideal Toy and former president of the Toy Manufacturers of America, has retired after 45 years at Ideal.

He joined the company in 1935 and was promoted through the sales department ranks to eastern regional sales manager in 1950 and national sales manager in 1953. In 1956, he was named vice-president of merchandising in charge of the company's advertising and promotion activities when Ideal made its initial thrust into television advertising. In 1969, he was promoted to senior vice-president of planning and administration and a year later to senior vice-president-international, where he directed Ideal's overseas manufacturing and sales expansion. And, in 1974, he was named president of the corporation's Ideal Toy Division.

He was named a director of the TMA in 1972 and chairman of its TV committee, a position he has held until the present. In 1975, he was elected TMA vice-president and became president a year later. He has served on the TMA's advisory committee for the last three years.

Aurora Prod. Canada completes purchase

ONTARIO — Aurora Products Canada has completed the purchase of the assets of the Aurora division of Louis Marx & Co. in the United States. It is now in a position to begin shipping from its warehouses in Canada and the U.S.

Aurora executives expressed appreciation for patience and support during the long period of negotiations. They reinforced their confidence that "all orders we have accepted can be delivered in time for a sell through on retailer counters."

Wham-O honored at A&S Golf Open in Westchester



Disc Golf appreciation: George Sappenfield (L), manager of community relations for Wham-O, accepts a certificate of appreciation from Joseph Caverly of the Westchester, N.Y. County Dept. of Parks, after an 18-hole Disc Golf Course was donated to the county by Abraham & Straus Dept. Stores. The donation was in conjunction with the new store opening in White Plains, N.Y. The presentation followed the Greater Abraham & Straus Disc Golf Open in Kenilco Dam Plaza, Valhalla, N.Y.

Spring/Summer show promoters ready for anything

It's showtime in Dallas, Atlanta, New York and Pasadena and sponsors of the upcoming Spring and Summer shows are optimistic, even enthusiastic, about the upcoming events.

In Dallas, Paul Lentz of The Market Center reports that more exhibitors than any previous September are registered for the show, including several manufacturers who have never attended before. Tonka and Hasbro will both be playing their wares at the Dallas Spring and Summer shows for the first time. Lentz attributes the attendance growth to a surge of late buying that is going on throughout the industry. Whereas inflatables and Easter plush are the supposed attractions at the show, Lentz theorized that electronics and staple merchandise could

be the sleepers of the Spring and Summer events. "Things should be looking up by Christmas," Lentz speculated, "and people don't want to be caught without stock."

Exhibitor attendance is also up in Pasadena for the Western States show. More booths than last year have already been sold, according to Jim Skahill, the show sponsor, and more exhibitors than last year will also be present. Skahill is also shooting for strong buyer attendance, utilizing a direct mail approach to 1600 buyers in the Western states.

Down in Atlanta, the signs are also pointing to a good show, according to Ed Conrad of SEMCO.

"From what we've heard from the boys on the road, it'll be a good show," Conrad

said. "Any manufacturer who is anyone will be there."

In New York, 52 participants had registered for the Toy Knights show at presstime. Although this figure is down from last year's total of 73, Abe Schack of the Toy Knights estimates that this year's show will be as big as last year's. Out of the 52 registered participants, between ten and 15 are new companies, according to Schack. Another new twist at the TKA show is the timing. This year the show, scheduled for Nov. 3 through 6, will run simultaneously with the Juvenile Products Show, also running in New York, scheduled Nov. 2 through 5. "Many buyers suggested the change, we're trying it," said Schack. Also, Schack promised better prizes than ever for attendees at the show.